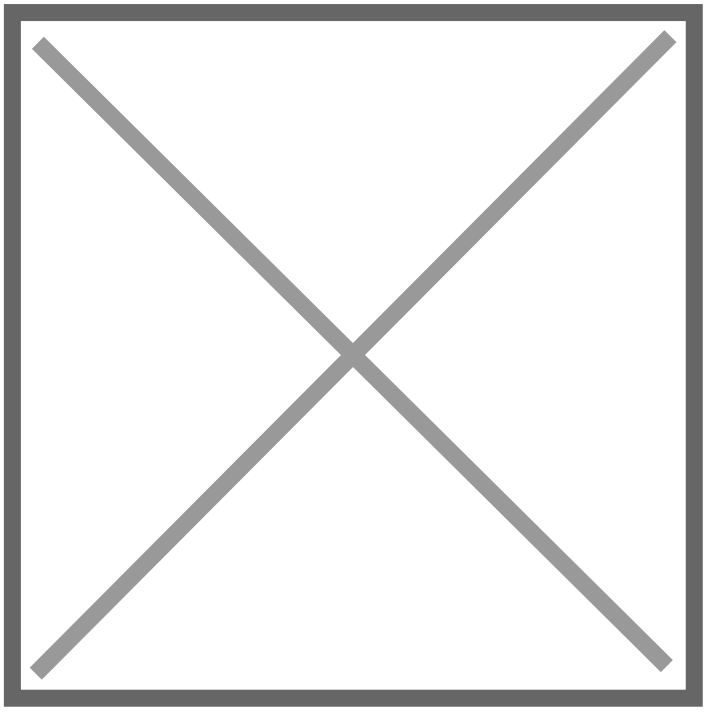
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Roche ropes in Wasim Akram as its brand ambassador

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Roche Diagnostics India Pvt Ltd, a leading player in the area of diagnostic products, launched an advertising campaign for its flagship brand Accu-Chek with cricketer Wasim Akram as the brand ambassador. The campaign is an extension of 'Accu-Chek Inspiration Series' started in October 2004 with Wasim Akram. 'Accu-Chek Inspiration Series' aims to create awareness through road shows across the country, on diabetes and its management through self-monitoring.
Accu-Chek is a fast, accurate and reliable Blood Glucose Monitoring System specifically designed to help people with diabetes to monitor their blood glucose levels themselves. The new campaign by Roche Diagnostics exhorts consumers on Accu-Chek's philosophy of 'Live Life- The Way You Want,' - a conviction, that one can lead a normal life despite being a diabetic.

Sanjeev Johar, managing director, Roche Diagnostics India Pvt Ltd said, "Consumers today live life in the fast lane and are increasingly adopting 'do-it-yourself' products, which provide both convenience as well as confidence. People have also started to realize that incurable diseases can be managed with regular monitoring and control. Through this campaign, we want to emphasize the importance of timely self-monitoring and hence lead a healthy lifestyle. Wasim Akram personifies the spirit of the Accu-Chek brand and we are hopeful of a long and fruitful innings with this association."