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Eris Lifesciences brings Boman Irani as brand ambassador for Circa

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Circa is a range of globally acclaimed blood pressure monitoring devices

Eris Lifesciences has announced association with the well-known theatre and film actor, Boman Irani, for their circa range of devices. The association is aimed at highlighting importance of an accurate and validated BP monitoring device.

The focus of the campaign is to encourage hypertensive patients to measure their blood pressure at home using a validated device while making an appeal to share their readings with doctor. The campaign theme #ShareYourPressure, urges users to stop worrying about getting false reading and trust the device to share their pressure.

Sharing his comments on the partnership, Boman Irani said, “It gives me immense pleasure to start this journey with Circa. For blood pressure management, the latest norms require a person to monitor it at least 2 times a day in the morning and evening. With technology advancing manifolds, it is only important for us to bring the same into our healthcare systems and adopt validated devices that can provide timely updates when required.”

Commenting on the development, Amit Bakshi, Chairman and Managing Director, Eris Lifesciences said, “Hypertension therapy is our second largest therapy and with cardiovascular being the No. 1 Chronic therapy, we are upping our ante by closing the loop with one of the most validated device for blood pressure management. We have world class data in the form of ‘India Heart Study’ conducted on the same ‘Circa’ device further validating our commitment to Hypertension therapy.With Boman Irani on board, we feel this partnership with the brand will increase awareness around Home Blood pressure monitoring (HBPM) and bring more people to target Blood pressure.”