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Beurer GmbH announces expansion plans in India

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Plans to roll out several initiatives aimed at educating the public about the importance of regular health monitoring



Beurer India, a subsidiary of Germany-based Beurer GmbH, a global leader in health and wellness technology, has announced its expansion plans in India for the next one year.

Speaking to media in Bengaluru, Salil V.S., Managing Director and CEO of Beurer India said, “The company would be launching Blood Glucose Monitor Device by September / October this year which would be Made in India and would aim at transforming diabetes management in the country.”

As part of its expansion strategy, Beurer India is intensifying its make in India programme to tailor its health monitoring devices to the needs of the Indian market which would come with precision.

"Our aim is to introduce innovative and quality products that not only meet but exceed the health monitoring requirements of our consumers," said Stanley Joseph, Director of Beurer India.

"India is a key market in Beurer's global strategy. We are committed to investing in the country not just through our products but also by contributing to health education and awareness," added Joseph.

Rohit Saini, Head Sales & Marketing, Beurer India noted that “Our new Blood Glucose Monitor device, which promises to deliver a combination of precision, user-friendliness, and affordability, is expected to play a critical role in the lives of millions of diabetes patients in India, where the disease is a growing concern."

Saini further said “With broader market strategy, which includes strengthening and expanding distribution network and increasing market penetration through both online and offline channels, our approach is designed to ensure that Beurer’s health and wellness products are accessible to a larger segment of the Indian population.”

The company plans to roll out several initiatives aimed at educating the public about the importance of regular health monitoring and how Beurer’s products can aid in this process. These initiatives will include community outreach programmes, health camps, and collaboration with healthcare professionals and institutions to provide training and support on using these innovative Beurer products.

Image caption- From L-R - Rohit Saini, Head Sales & Marketing, Beurer India; Salil VS, MD and CEO of Beurer India; Sourav Ganguly and Stanley Joseph, Director of Beurer India