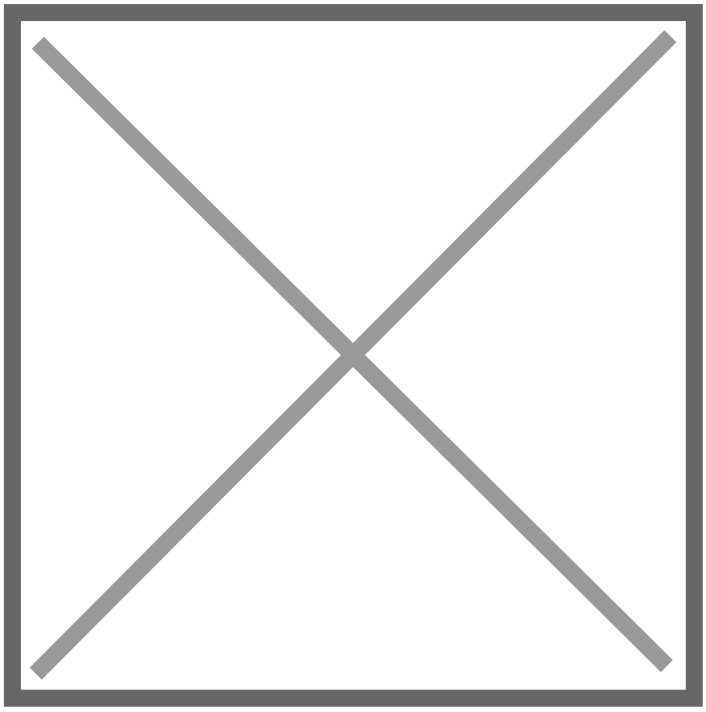
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DJO Global India Brands To be launched

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DJO Global India Brands To be launched



Recently DJO Global owned by the Black Stone Group is set to launch a comprehensive range of non-surgical orthropedic rehabilitation products in India, addressing the complete spectrum of preventative, pre-operative, post-operative, clinical and home rehabilitation care used for rehabilitation, pain management and physical therapy.

Mr. A.Edward, managing director, India Operations, on the launch of DJO India Global brands expressed "Going with the data we observed every year 1,20,000 knee or joint surgeries are done in India. Noticing this grave area of concern we thought of launching non surgical orthopedic products, And more over people are not in favor of being operated so we assumed the amrket to be potential for our products. Not only this but there are times when owing to many other afctors a patient is not able to under go surgery, so this also adds to the demand of such products. To this he added "We have accommodated the pricing however at the same time we have an economy line. Also we have some unique plans like rental plans where in the patient can easily access the product and the benefit of technology.

He elaborated on the strategy and expansion plans "Targeted patients are 30,000 in a year in our country. We have good logistic partners, sales and regional teams spread across the country. We are targeting students from physiotherapy institutes who are nearing there term end for recovery sciences and will provide them with good packages so as to set up a physiotherapy . Or products has been categorized as Bracing and support, vascular, surgical and recovery sciences. At present our fous completely is on the non surgical products. We forsee progressive growth market in India."

Stepping into the Indian market after having a wider apread across the globe and a large business in European market, Mr Stephen Murphy,Executive Vice President Commercial Businesses, opined "We are excited to be in India, with the innovative technology we ahve a huge market in terms of population. Similarly we are alos opened to joint ventures with local comapnies or either acquiring so as to expand our horizon."