

Omron India launches blood glucose monitor

17 January 2013 | News | By BioSpectrum Bureau

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Omron Healthcare India, the leader in innovative medical technologies and products for monitoring and therapy has launched an easy-to-use, economical "Blood Glucose Monitor - HGM111" and ultra light weight "Blood Glucose Monitor - HGM112".

Priced at ₹1,980, the Blood Glucose Monitor - HGM 111 comes with a large LCD screen and provides accurate measurements of glucose level within five seconds. The device stores up to 512 sets of measurement and can provide average data for 7, 14 and 30 days. It enables consumers to download their testing records on to the computer as well. With Ultra light weight, the Blood Glucose Monitor - HGM 112 weighs a miniscule 25.5 gms including battery. With fast testing time within five secs, this glucose monitor is priced at a nominal rate of ₹1,990.

Speaking on the occasion, Mr Takuichi Shimizu, president, OMRON Management Centre of India said, "The recent rise of emerging markets in Asia and in the heavily populated countries such as China and India in particular, consumer markets are expanding rapidly. This in turn is generating massive demand for Omron's products and solutions."

Adding further, Mr Shinya Tomoda, MD, OMRON Healthcare India said, "Indian medical devices and diagnostics market is estimated to reach Rs 275 billion and the country is fast emerging as the diagnostic capital of the world. We have 57 percent (Unit base) market share in the blood pressure monitor market in India. With the launch of our new range of Blood Glucose Monitor we look forward to continue being the market leader with similar impetus."

Launching the product for Indian masses, Mr Farhan Akhtar, film director, producer, actor and also the brand ambassador for Omron Healthcare in India, said, "Keeping fit and staying healthy is essential for everyone in this fast-paced age. I am delighted to partner with Omron in its mission towards realization of a healthy life and prevention and treatment of lifestyle related diseases. Strict adherence to international quality and safety standards makes Omron the right choice for you and your loved ones".

Omron Healthcare India first established its representative office in 1997 and got officially incorporated in 2010 with offices in

major cities of India. The company expects to increase its sales to \$43 million by end of FY 2015 from its current \$14 million from its Indian operation.