

Farhan Akhtar launches Omron diabetes monitor

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New Delhi: Omron Healthcare India launched easy-to-use, no coding required, economical and ultra light weight blood glucose monitors called HGM111 and HGM112. These products can help consumer monitor their blood glucose level while even sitting at home. The products were launched by Indian movie actor Farhan Akhtar, who is the brand ambassador of

Omron.

Priced at \$36 (Rs 1,980) 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 seven, 14 and 30 days. It also enables the consumers to download their testing records on to the computer.

Blood glucose monitor - HGM 112 weighs a minuscule 25.5 gms including battery. With fast testing time of less than five secs, this is the ideal on-the-go glucose monitor and it is priced at a nominal \$18 (Rs 990).

Speaking on the occasion, Mr Takuichi Shimizu, president, Omron Management Center, India, said that, "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. We would continue to utilize our expertise in factory automation systems, electronic components, automotive electronic components, healthcare devices and will generate great value with the hope of supporting the further development of emerging markets."

Mr Shinya Tomoda, managing director, Omron Healthcare India, said that, "Indian medical devices and diagnostics market is estimated to reach \$5 billion (Rs275 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. We are looking towards increasing our company's healthcare retail network by 25 percent in the next 12 months. This in turn will help us to reach a target of 33,900 retail stores including pharmacies and surgical shops in the Indian Market by the fiscal year of 2015."