

OMRON Healthcare Brings onboard Milind Soman & Gul Panag to drive awareness for its Body Composition Monitors

Gurgaon | NCR | July 19, 2021: Enthused with the response to its recent 360-degree digital communication campaign on BP monitors, “I am Prepared”, the global healthcare leader, “OMRON” has launched its second major communication campaign on its body composition monitors.

The campaign is titled as “Know your Body Inside out, then workout” and the campaign features the popular celebrities in the fitness domain, **Milind Soman** and **Gul Panag** driving home the message that controlling “weight” should not be the criteria to measure the effectiveness of your exercise and diet regime.



“Your fitness journey is not only about losing weight! It must include keeping a track of many more vitals like body fat, skeletal muscle,

visceral fat, body age, resting metabolism, BMI, etc. A good and user-friendly monitoring home monitoring device makes this tracking feasible in seconds! And this is what OMRON strives to make people aware with this campaign,” says **Mr Masanori Matsubara, MD, OMRON Healthcare India.**

Elaborating more on the campaign, **Mr Matsubara** shares, “Gul and Milind, with their exceptionally well fitness levels, huge fan following and acumen around the importance of absolute wellness, fit the bill for this kind of campaign. We are very happy to have them associated with OMRON”

The commercial, presently running on OTT and digital media platforms entuses fitness enthusiasts to make a shift in their focus from “just knowing body weight” to knowing “many more things along with the body weight” highlighting the progress and quality of their wellness regime with OMRON Body composition monitors. The devices come equipped with a unique and industry’s first-of-its-kind Japanese Four Point, Eight Sensor-Based full body sensing technology yielding accurate and complete body composition analysis along with Bluetooth connectivity for achieving a truly healthy and fit lifestyle.

Obesity is an alarming health crisis in India. It is expected to triple between 2010 and 2040, with about 30% of the population likely to be overweight. Studies in 2015 by ICMR-IndiaB stated that 135 million were struggling in India with obesity and weight management issues. According to the 5th National Family and Health Survey released in December 2020, most of the women are suffering from the obesity related disease and it has increased significantly in the rural areas.



The idea for the campaign is to create awareness around complete weight management along with introducing people towards the utility of body composition monitors which is a relatively newer category in the home health monitoring devices market awaiting a better penetration and understanding. As per the company, the campaign will soon see an amplification with a nationwide TV commercial release too.

Please click the below link to watch the campaign.

Link: <https://www.youtube.com/watch?v=2AMEpvERpMw>

- Platforms Engaged: Sony Liv, Zee5, HotStar, YouTube, Facebook, Twitter, Instagram
 - Duration: 1st July to 10th August 2021
 - Total Digital engagement as on date 14 across platforms: a reach of around 14 Million; with around 9 million views.
 - Creative Agency: Milestone Dentsu
 - Media agency: Adglobal 360
 - Production House: Snowball Studios
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About OMRON Healthcare India:

Committed to helping people live more active and fulfilling lives, OMRON Healthcare is a global leader in the field of clinically proven, innovative medical equipment for health monitoring and therapy. Throughout its history, OMRON Healthcare has been striving to improve lives and contribute to a better society by developing innovations that help people prevent, treat and manage their medical conditions, both at home and in clinical practice in over 110 countries.

The OMRON Healthcare Group, headquartered in Kyoto, Japan, provides World's No.1 blood pressure monitors (Global Home Appliance Market Comprehensive Survey 2020 by Fuji Keizai Co.,Ltd.(2019)). The company's additional core product categories are respiratory care, pain management devices, and wellness products. It also develops and activates remote patient monitoring service in the field of cardiovascular condition management.

Established in 2010, OMRON Healthcare India has established itself a key player in the health monitoring segment in the country providing high quality blood pressure monitors, respiratory therapy devices, body fat monitors, digital thermometers, pain management devices, etc. It is the most recommended brand by doctors for blood pressure monitors and has been making rapid strides in the nebulizers segment too.

To learn more, please visit:

<https://www.omronhealthcare-ap.com/in>;

<https://www.omronbrandshop.com/>



For more information, please contact :

Ankur Bhat - 9899819904 | ankur.bhat@omron.com

Riddhi Vira - 9619776352 | riddhi.vira@perfectrelations.com