

## **Masanori Matsubara assumes charge as the new managing director of Omron Healthcare India**

New Delhi, 22.11.2019: OMRON Healthcare India - a global leader in the field of clinically proven, innovative medical equipment for home health monitoring and therapy- has announced the elevation of Masanori Matsubara as the new Managing Director of its India operations. Matsubara succeeds Kazunori Tokura who headed the operations of the company for around two years (from March 2017 to Nov 2019)

Matsubara has been associated with Omron Healthcare for more than 10 years and has led significant functions of the business across India and Japan. He has an astute understanding of key strategic aspects such as domestic sales management, new business development and corporate planning.

**Talking about the rejig, Frans Velkers, chief operating officer for OMRON Healthcare, Asia Pacific said,** “India is one of the most dynamic markets for us in Asia Pacific, where rapid economic growth is going hand in hand with increasing social challenges. Omron is eager to fulfil its mission to improve lives and contribute to a better society in India, too. Through this change in leadership, I am confident that Omron will further strengthen its leading position in the digital blood pressure monitor domain and accelerate development of other healthcare categories, using innovation in healthcare to help fulfil social needs.”

An expert in Health & Physical Education, Matsubara has played a substantial role in strengthening Omron’s expanse in India by taking care of corporate planning function since last two years. The stint has given him relevant insights into the Indian business environment. He has also made a notable contribution in leading the sales & operation teams towards realizing many important milestones in business development. These are some of major reasons for choosing him for a greater responsibility.

**Commenting on his appointment, Matsubara said,** “The role is definitely bigger and challenging. I aim to deliver the objectives with the continued support of my team and channel partners and will do the best for customers, channel partners and employees. Omron strives to make difference in the wellbeing of the Indian people by helping them enjoy a healthy and comfortable life and we shall continue to work towards realizing this vision, together.”

About OMRON Healthcare India:

Established in 2005, OMRON Healthcare India is a key player in the health care segment providing innovative medical technologies for Monitoring and Therapy. Equipped with OMRON's competent "Bio-information Sensing" the portfolio comprises of home healthcare products such as blood pressure monitors, respiratory therapy devices, body fat monitors, digital thermometers, pain management devices, etc. OMRON Healthcare was the first to introduce manual and digital blood pressure units to the home healthcare market in the world. Today, OMRON has the highest market share in the home-use digital BP monitor in India and across the globe.

To learn more, please visit: <https://www.omronhealthcare-ap.com/in> ;   

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