

OMRON Healthcare expands its reach in South India Inaugurates experience & service center at Hyderabad

Hyderabad, Feb 11, 2021: OMRON Healthcare India - a global leader in digital blood pressure monitoring domain - today announced the launch of its next experience cum service center in the country at Hyderabad. With this center, OMRON now has 64 touch points across India including experience, service and pick-up centers. This signifies company's commitment to reach closer to consumers via brick & mortar stores along with strengthening its availability in the e-commerce channels to make them experience the utility of OMRON products and to provide a swift and easy access to quality repairs & services.

Commenting on the announcement, Mr. Masanori Matsubara, MD, OMRON Healthcare India, said "With growing advancements in technology and the changing dynamics around preventive healthcare in the post Covid era, customers need to get hands-on experience so that they are able to make preventive healthcare management an integral part of their daily regime. OMRON's experience center, therefore, aims to provide product experience through actual demonstration of the products along with providing the complete gamut of repair services ranging from run-of-the-mill calibration issues to advanced technical interventions."

Post Covid, more number of Indians are buying Digital Blood Pressure Monitors (BPMs) to monitor their vital parameters effectively. The brand has seen a surge in sales of BPMs by as much as 30 per cent in the post Covid months.

The center is equipped with an 'Experience Zone' for customers offering live demo for a wide range of OMRON products. It is expected to address 100+ customers on a daily basis initially, where they will be provided with quick resolution of queries and complete know-how on the utility of products.

Sharing more on the objectives of the launch, Mr. Rohit Saini, GM- Sales & Marketing, OMRON Healthcare India, said, "While adopting the new channels, OMRON strives to keep its presence strong & alive in the traditional channels also so that we leave no stone unturned in building a deeper and wider connect with customers based on human interactions. The objective is to make them experience the technology themselves so that they adopt it swiftly and also get a better customer service experience. This is in sync with our overarching objective of helping them lead a healthy lifestyle in the new normal."

Mr. Matsubara also highlighted that the facility indicates one more step of OMRON towards realizing its long term 'Zero Events' vision (no incidence of heart attacks & brain strokes) by strengthening the availability and practice of home healthcare monitoring via provision of quality medical devices to Indian society like digital blood pressure monitors, nebulizers, thermometers, nerve stimulators, body fat monitors, weighing scales, etc.

About OMRON Healthcare India

Established in 2010, 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>

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



Media contacts :

Ankur Bhat, ankur.bhat@omron.com, 9899819904