

Confidential

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Development of healthcare business in India

OMRON HEALTHCARE Co., Ltd.

Masayuki Fujii

Corporate Data



Date of Establishment:	July 1, 2003
Head Office:	Muko, Kyoto
Capital:	5 billion yen
Net Sales:	108.5 billion yen (FY2017, consolidated)
Employees:	3,857 (703 in Japan, 3,154 overseas) (as of March 31, 2018, consolidated)
Research and Development Sites:	2 (Japan, China)
Production Sites:	4 (Japan; China; Vietnam; Brazil)
Domestic Offices:	3 (Tokyo, Osaka, Fukuoka)
Overseas Offices: (corporate bodies)	18 (USA, Mexico, Brazil, Netherlands, Germany, France, UK, Russia, Singapore, India, Bangladesh, Thailand, Indonesia, China, Taiwan, Korea)

Product Overview

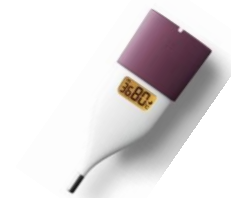


With a comprehensive product portfolio ranging from monitoring devices to therapy equipment and AEDs, Omron Healthcare helps people lead healthy and secure lives.

Blood pressure monitors



Thermometer



Low-frequency therapy equipment



Nebulizer



Body composition monitor



Electric toothbrush



AED



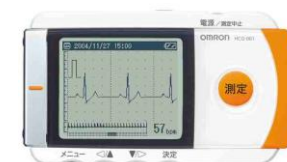
Activity monitor Pedometer



Massager

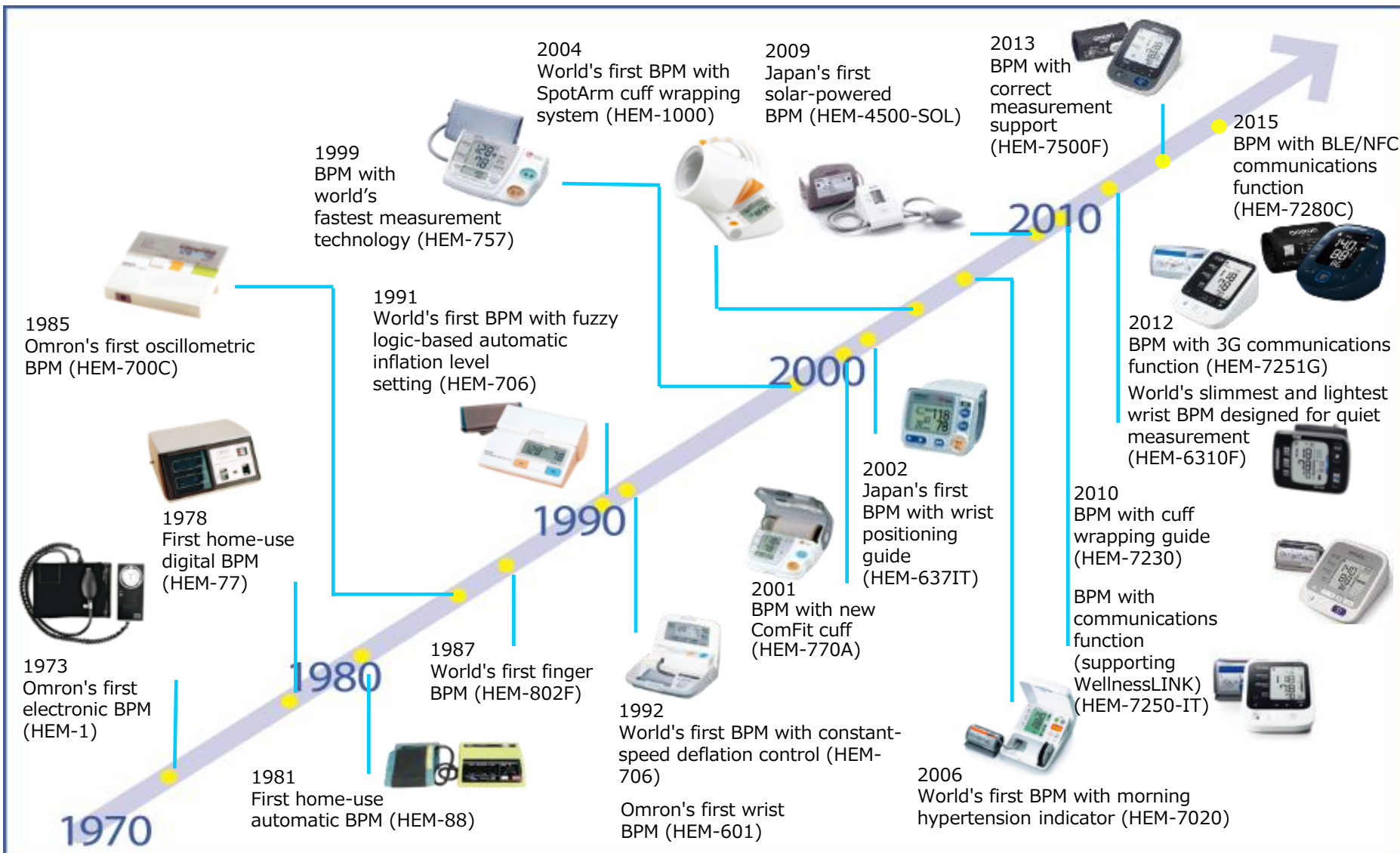


Mobile ECG monitor



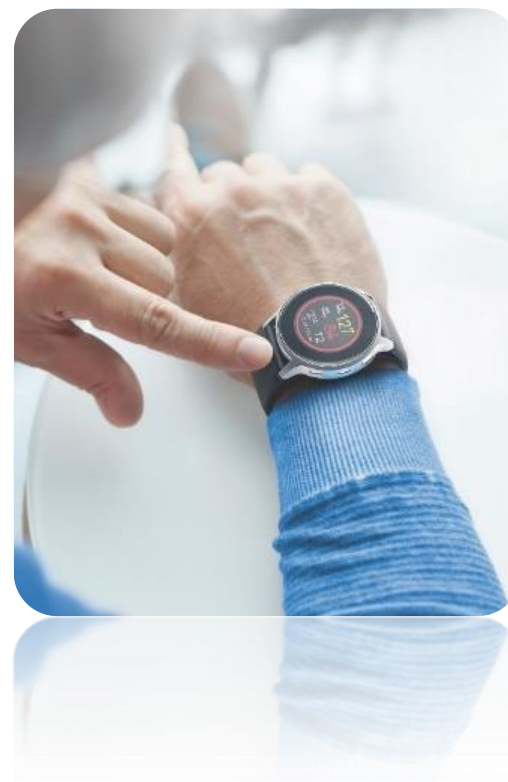
Evolution of Blood Pressure Monitors

With the pursuit of accuracy and ease of use, Omron Healthcare has led the way in the advancement of blood pressure monitoring with innovative devices.

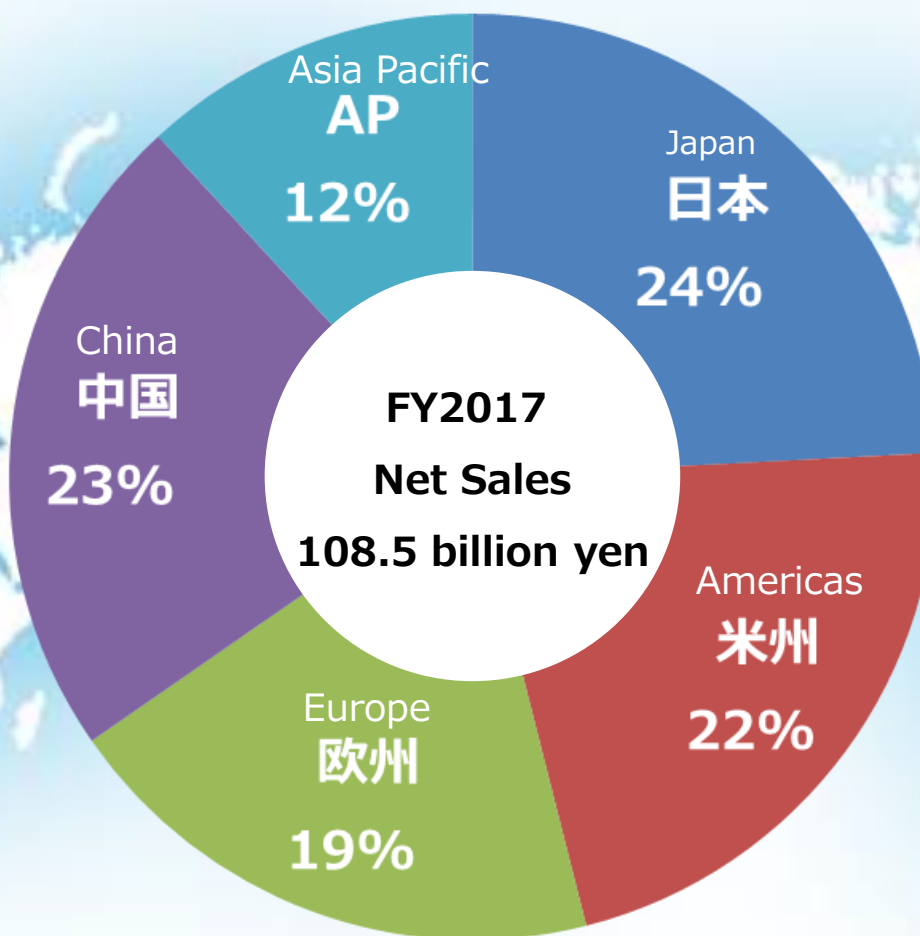


The latest product

OMRON



Sales by Region



Business Vision in the Cardiovascular Disease Domain



Omron Healthcare aims to achieve "**Zero Events**," that is, reducing the incidence of life-threatening **diseases (events) caused by high blood pressure to zero**. These diseases include **stroke and heart attack**, which may cause patients to become bedridden.



Company Name : OMRON HEALTHCARE INDIA PRIVATE LIMITED

Date of establishment : 2010

Paid-up Capital : US\$ 2,500,000

Holding Company : OMRON HEALTHCARE SHINGAPOLE

President : Kazunori Tokura

Principal business : Sales

**Category : Blood pressure monitor, Nebulizer, Thermometer,
Body composition monitor, etc**

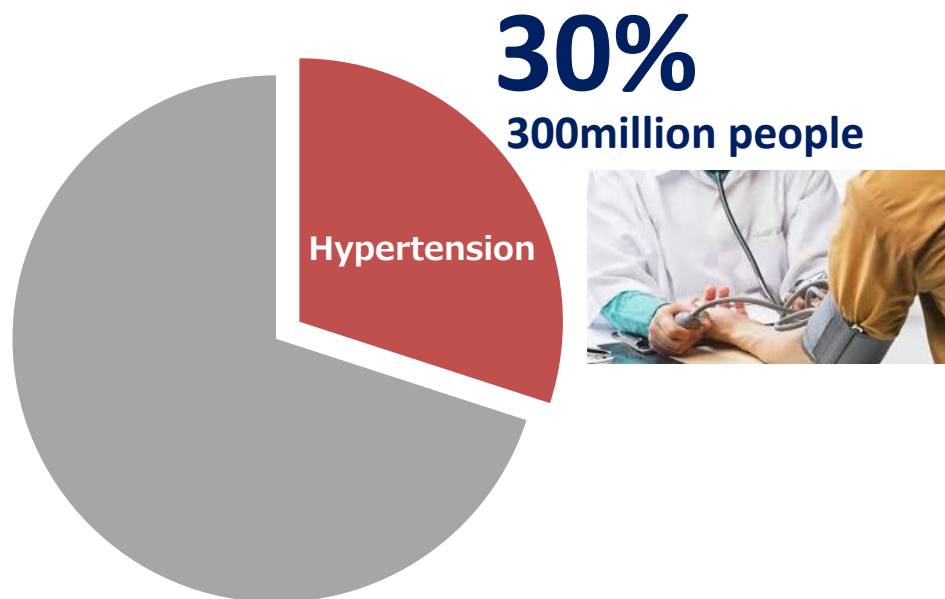
Cause of Death



OMRON

Hypertension patients are dramatically increasing.
Cardiovascular disease are the No1 cause of death in India.

Hypertension people



Also In urban area 50% of people are obesity.

高血圧の専門家、Rajeev Gupta ジャイプル、インドからの先生は、言いました:「高血圧はインドの大人間の最も流行する心血管の危険率です。疫学の研究は高血圧の流行が都会の 25-35% および郊外の 15-20% であることを報告しました。これはです高脂血症、新陳代謝シンドロームまたは糖尿病の流行より多く」。

Cause of Death

DISEASE BURDEN

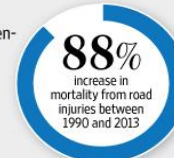
Ischemic heart disease, chronic obstructive pulmonary disease, and stroke, accounted for almost 30% of all deaths in 2013, according to a study published in medical journal 'The Lancet'. Tuberculosis and ischemic heart disease were the top two causes of deaths of people between the ages of 15 and 49, resulting in the deaths of 408,114 people last year, the study found.

Study mapping changes in disease patterns in India finds that hypertensive heart disease and suicide took more lives in 2013 than in 1990.

Percentage increase

Suicide **129%**

Hypertensive heart disease **138%**



Leading causes of death in India and the number of lives lost

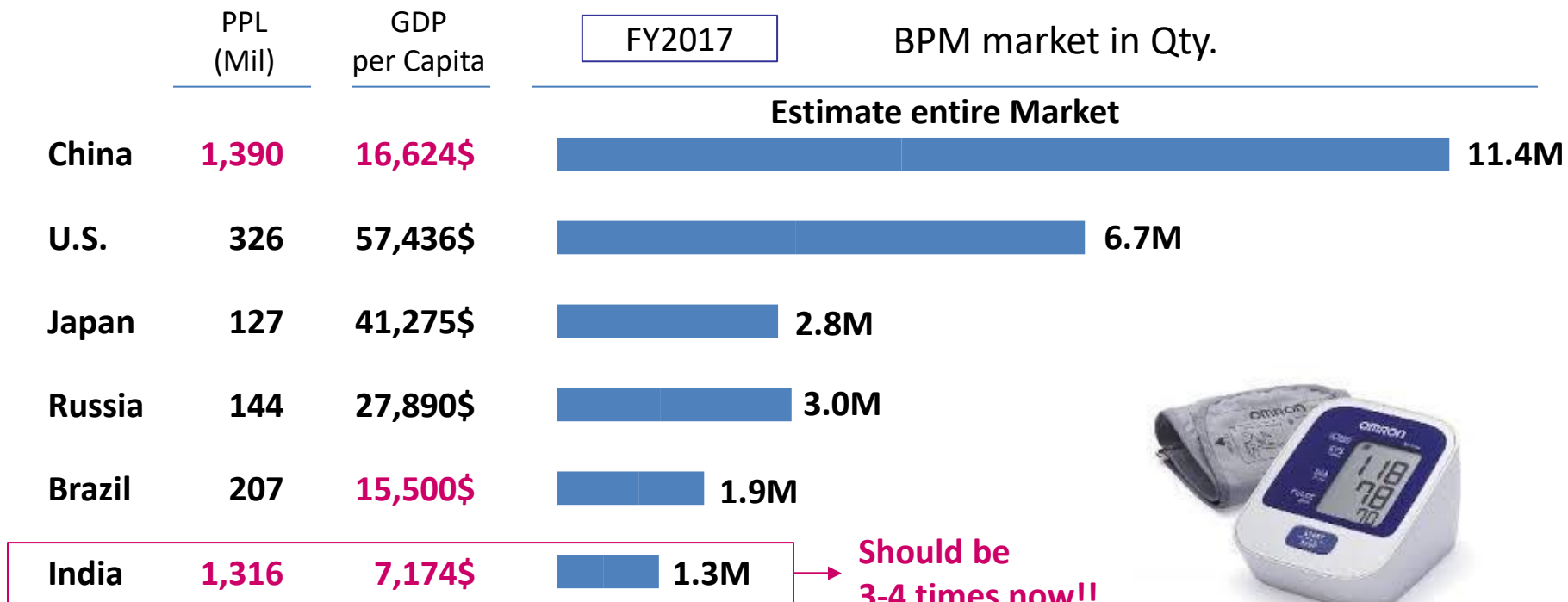
RANKING			Death (in lakh)
1990	2013		
3	1	Ischemic heart disease	15.87
5	2	Chronic obstructive pulmonary disease	7.58
7	3	Stroke	7.14
1	4	Tuberculosis	5.46
4	5	Diarrheal diseases	4.13
2	6	Pneumonia	4.04
NA	7	Suicide	2.65
NA	8	Road injuries	2.64
NA	9	Hypertensive heart disease	2.62
NA	10	Diabetes	2.38

Source: Global Burden of Disease Study 2013

Benchmark for market development


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India is 6th largest country for Omron BPM, but the market is still small.



⊗BPM: Blood Pressure Monitor

Why India BPM market hasn't grown yet?



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- ✓ **Main channel is individual pharmacy**
- ✓ **Doctors recommending the Home BP measurement is still less.**
- ✓ **Lack of consumer awareness for importance of Home BP.**
- ✓ **No entry barrier for BPM**

⊠BPM: Blood Pressure Monitor
⊠BP : Blood Pressure



Pharmacy shop situation

There are 600,000 pharmacy shops in India. Shops are not chained. India has an inefficient situation comparing to other country.

Pharmacy Shops



Pharmacy Shops number



To enhance the awareness at shops



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Sign board



In shop branding



Demo stand



Omron Academy initiated in India

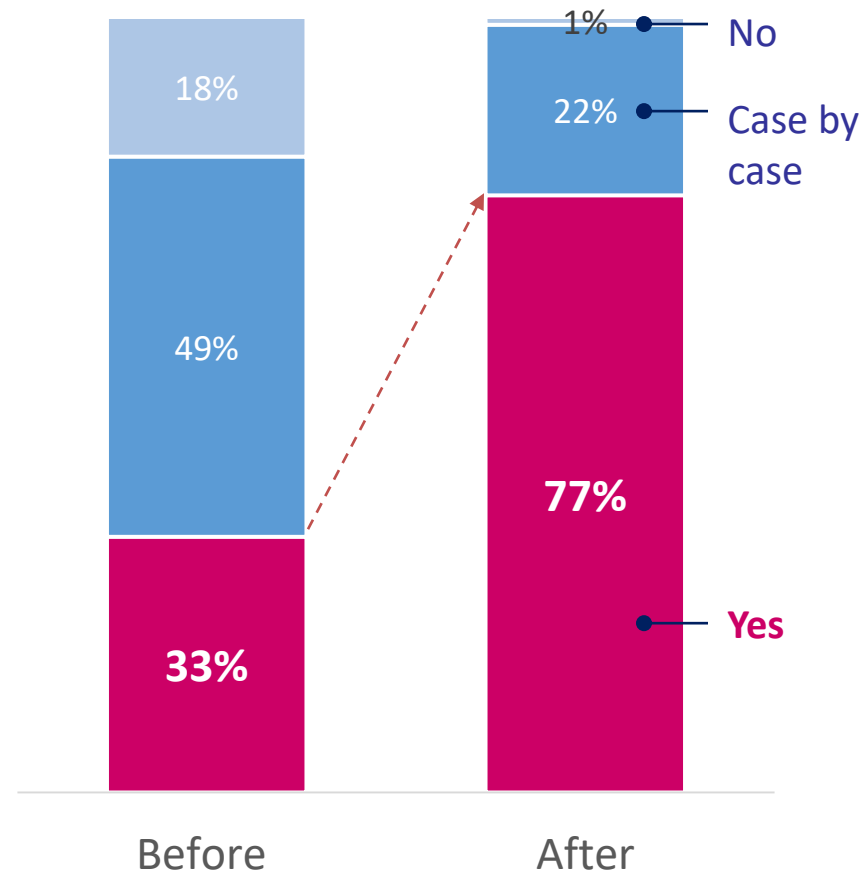


We are doing doctor education to spread the importance of HBPM



Will you recommend the Home BPM?

Answer 69 doctors.



Dr. Narsingh Verma
 Secretary General of Hypertension society
 Organizer of Omron academy
 No.3rd of India society of Hypertension

Awareness building with Infomercial



We are running the infomercial to drive the awareness through the end consumer.



Omron Automatic Blood Pressure Monitor

naaptol

OMRON

Dr. Varma - Vice Dean faculty of Medicine, General Secretary Indian Society of India (ISI)
MBBS MD FRCP (London) FACP (USA) FIACP FICN FAMS FMSA FRSSDI FELLOW OF DIABETES INDIA

その他の動画

DISCOUNT 36%

AUTOMATIC BP MONITOR + THERMOMETER + DIARY

Extra Shipping To Order Call 922 001 5000

YouTube

No entry barrier to break into India



Many BPM, Nebulizer brands can join India market because of No medical regulation.



New Regulation

**OMRON**

We finally achieve to get the new medical regulation about BPM, Nebulizer and Thermometer.

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THE GAZETTE OF INDIA : EXTRAORDINARY

[PART II—SEC. 3(ii)]

MINISTRY OF HEALTH AND FAMILY WELFARE**(Department of Health and Family Welfare)****NOTIFICATION**New Delhi, the 3rd December, 2018

S.O. 5980(E).—In pursuance of sub-clause (iv) of clause (b) of section 3 of the Drugs and Cosmetics Act, 1940 (23 of 1940), the Central Government, after consultation with the Drugs Technical Advisory Board, hereby specifies the following devices intended for use in human beings for the purposes referred to in the said sub-clause as drugs with effect from the 1st day of January, 2020, namely:-

- (i) Nebulizer ;
- (ii) Blood Pressure Monitoring Devices ;
- (iii) Digital Thermometer ; and
- (iv) Glucometer .

[F.No. X.11014/33/2018-DR]

DR. MANDEEP K BHANDARI, Jt. Secy.

We aim to contribute to the better health for India people through our business together with you.

Thank You!!

