Development of healthcare business in India

OMRON HEALTHCARE Co., Ltd.
Masayuki Fujii
# Corporate Data

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

<table>
<thead>
<tr>
<th>Blood pressure monitors</th>
<th>Thermometer</th>
<th>Low-frequency therapy equipment</th>
<th>Nebulizer</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Blood pressure monitors" /></td>
<td><img src="image2.png" alt="Thermometer" /></td>
<td><img src="image3.png" alt="Low-frequency therapy equipment" /></td>
<td><img src="image4.png" alt="Nebulizer" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Body composition monitor</th>
<th>Electric toothbrush</th>
<th>AED</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5.png" alt="Body composition monitor" /></td>
<td><img src="image6.png" alt="Electric toothbrush" /></td>
<td><img src="image7.png" alt="AED" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity monitor Pedometer</th>
<th>Massager</th>
<th>Mobile ECG monitor</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image8.png" alt="Activity monitor Pedometer" /></td>
<td><img src="image9.png" alt="Massager" /></td>
<td><img src="image10.png" alt="Mobile ECG monitor" /></td>
</tr>
</tbody>
</table>
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
Sales by Region

FY2017
Net Sales
108.5 billion yen

Japan: 24%
Asia Pacific (AP): 12%
China: 23%
Europe: 19%
Americas: 22%
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
Hypertension patients are dramatically increasing. Cardiovascular disease are the No1 cause of death in India.

Also in urban area 50% of people are obesity.
## Benchmark for market development

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

<table>
<thead>
<tr>
<th>Country</th>
<th>PPL (Mil)</th>
<th>GDP per Capita</th>
<th>FY2017 BPM market in Qty.</th>
<th>Estimate entire Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>1,390</td>
<td>16,624$</td>
<td>11.4M</td>
<td></td>
</tr>
<tr>
<td>U.S.</td>
<td>326</td>
<td>57,436$</td>
<td>6.7M</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>127</td>
<td>41,275$</td>
<td>2.8M</td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td>144</td>
<td>27,890$</td>
<td>3.0M</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>207</td>
<td>15,500$</td>
<td>1.9M</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>1,316</td>
<td>7,174$</td>
<td>1.3M</td>
<td>Should be 3-4 times now!!</td>
</tr>
</tbody>
</table>

※BPM: Blood Pressure Monitor
Why India BPM market hasn’t grown yet?

☑ 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.
To enhance the awareness at shops

- **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.

Before

After

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.
No entry barrier to break into India

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

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

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.

©Copyright OMRON HEALTHCARE Co., Ltd.
We aim to contribute to the better health for India people through our business together with you.

Thank You!!