



## India Habitat Centre rendered 'Heart-safe' by Opto Circuits

Received Powerheart® AED to combat Sudden Cardiac Arrest

New Delhi | 2 May, 2012

Opto Circuits (India) Ltd., a leading developer and manufacturer of medical equipment and interventional devices for the global markets, today presented its patented US FDA approved Powerheart® G3 Plus Automated External Defibrillator (AED) to India Habitat Centre, rendering it Heart-safe.

India Habitat Centre (IHC), the city's premier cultural destination, incorporates innovative technologies in building management systems, conference systems, communication and energy conservation, creating one of the most intelligent facilities in the country. Going a step ahead to ensure the safety of the facility users from sudden cardiac arrest (SCA), IHC has deployed a portable Powerheart® AED.

AEDs are life saving devices which are of immense help to revive victims of sudden cardiac arrest. "Sudden cardiac arrest can strike anyone, at anytime and without immediate cardiopulmonary resuscitation, brain damage or death can occur in just four to six minutes", said Arindam Sen, CEO, AMDL, an Opto Circuits Company. He further added, "It is necessary for AEDs to be available in the community and have people trained and ready to use them. Each minute spent waiting for paramedics lowers the chance of survival by approximately 7-10%. We are proud to be associated with IHC and make the premise Heart-safe."

"The value of human life is irreplaceable, hence every effort should be undertaken to safeguard one and each other's life", said R.M.S Liberhan, Director, India Habitat Centre. "To the numerous and well known path breaking environment friendly initiatives of India Habitat Centre, we are happy to add a heart-safe zone, which we consider our duty towards our visitors. We appreciate Opto Circuits' effort to create awareness about Heart-safe environment and glad to promote it as well."

Initiated on World Heart Day 2011, Opto Circuits' Heart-safe campaign aims at creating awareness around SCA and the role of community-led emergency treatment efforts towards saving lives of SCA victims. Opto Circuits will be presenting 50 AEDs, on a pro bono basis, to various public institutions and important landmarks across major metros and towns in India. Bangalore Metro, Delhi Metro, Press Club Mumbai and Cochin Airport are among the few that have received and installed the Powerheart® AED.

Thousands of Powerheart®AEDs have been deployed in several public domain environments in the United States, Europe, Japan and many other parts of the world.

## About: Opto Circuits (India) Ltd.

Headquarters: Bengaluru, Karnataka, India

BSE: 532391 | NSE: OPTOCIRCUI

Opto Circuits (India) Ltd. (OCI) is a multinational medtech company in the business of design, development, manufacture and marketing of healthcare equipment and medical interventional products. The product profile includes USFDA-listed, CE-marked cardiac and vital signs monitoring systems, anesthesia and respiratory care equipment, automated external defibrillators, stents, PTA





balloons, catheters, body implants and consumables. Some of OCI's well-known brands are <u>Cardiac Science</u>, <u>Criticare</u>, <u>Eurocor</u>, <u>Ormed</u>, <u>Mediaid</u> and <u>Unetixs</u>. The company's key markets are North America, Europe and BRIC countries.

## **About India Habitat Centre**

India Habitat Centre was conceived to provide a physical environment which would serve as a catalyst for a synergetic relationship between individuals and institutions working in diverse habitat related areas and therefore, maximise their total effectiveness.

Spread over an area of 9 acres, the IHC campus has been designed and built by Joseph Stein, Doshi and Bhalla who have created and island of architectural excellence in the busy metropolis of India's capital, Delhi. The campus weaves in a unique interplay of institutions, supporting infrastructure and facilities such as Conference venues, Auditoria, Hospitality areas, The Library & Resource Centre and the Art Galleries.

## Contact

Opto Circuits (India) Ltd. | Anna Beck | E: <a href="media@optoindia.com">media@optoindia.com</a> | T: +91 80 2852 8088 Adfactors PR Pvt Ltd | Ritesh Dewan | +91 9873200211

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