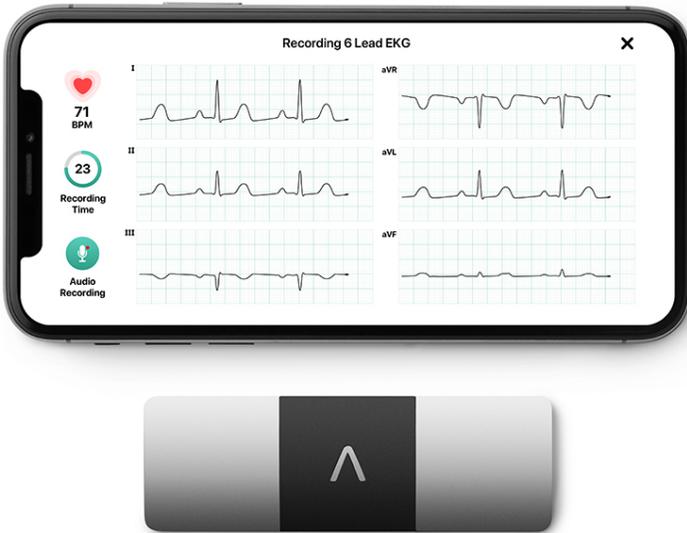


AliveCor enters India with unique ECG device

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India's heart care gets a big boost with world's most clinically validated personal ECG device



AliveCor, the global leader in US FDA-cleared personal electrocardiogram (ECG) technology, has announced its entry in the Indian market with the revolutionary launch of the most clinically-validated personal ECG device, KardiaMobile 6L.

Owing to the accessibility challenges to quality healthcare in the country and COVID related infection fears, the portable and technology-enabled ECG device will help deliver affordable and convenient heart care to over 260 million heart patients and those at risk, without visiting a hospital.

KardiaMobile 6L is the only personal ECG device in the world that can detect the three most common arrhythmias or irregular heartbeat—atrial fibrillation (AFib), bradycardia, and tachycardia, which require regular monitoring and a healthy lifestyle.

US based AliveCor's innovative technology gives patients the ability to record a medical-grade ECG in just 30 seconds, with no hospital visits and complete peace of mind. The device is small enough to fit in a pocket, allowing users to check in on their heart anytime, anywhere right from their smartphone. In a country like India where over 70% of the population owns a smartphone, this technology comes as a big boost to make heart care accessible, affordable and convenient.

AliveCor's entry into India comes at an opportune time when the public is cautioned to stay at home and the condition of most patients suffering from heart abnormalities has been worsening. While infection scare at hospitals is hampering regular check-ups, KardiaMobile 6L gives consumers the ability to keep track of their heart health from the comfort of home.

The pocket-sized, portable device enables clinicians to manage patients remotely. Considering the ongoing health crisis, use of KardiaMobile 6L reassures optimal clinical control and caters to the need for efficient tools for safe out-of-hospital management. For patients with pre-existing conditions or those who feel a symptom, it provides convenience to track heart health on-the-go without hospital visits.

AliveCor's KardiaMobile 6L is priced at Rs 14000 and KardiaMobile is priced at Rs 8500.