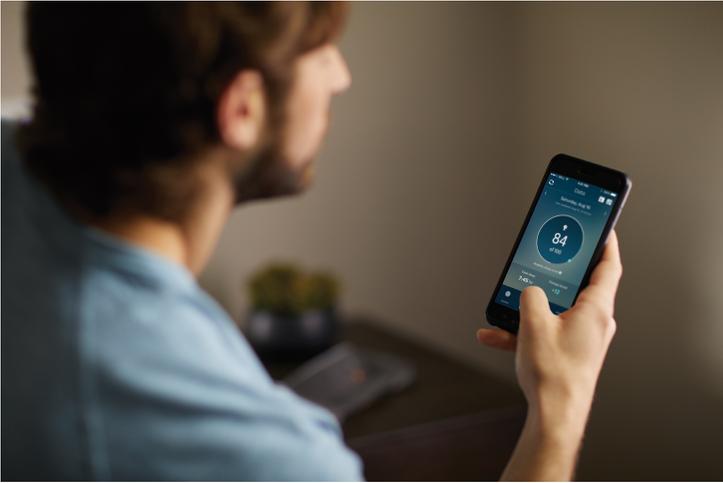


Philips India reinforces commitment to 'Sleep-Health'

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73% of Indian adults want to improve the quality of their sleep



Strengthening its commitment to 'Sleep Health', Royal Philips, a global leader in health technology has released India findings from its annual global sleep survey titled, "The Global Pursuit of Better Sleep Health."

As a leading innovator in sleep and respiratory care, Philips aims to use these insights to further enhance conversation about an important yet often forgotten pillar of health and wellbeing: sleep health.

The survey, executed by KJT Group on behalf of Philips, interviewed 11,006 respondents in Australia, Brazil, Canada, China, France, Germany, India, Japan, Netherlands, Singapore, South Korea, and the United States to capture attitudes, perceptions, and behaviors around sleep. Key findings from India include:

- Despite 55% of Indian adults agreeing that they sleep well, 73% still wants to improve the quality of their sleep
- Indicating rise in awareness level on 'Sleep-Health', 38% of Indian adults say that their sleep has improved in the past 5 years, the highest number of all countries.
- While 34% Indian adults are inclined to know more sleep and treatments to improve sleep, 24% have already used online forum/social media to better educate themselves about 'Sleep Health'.
- When it comes to improving sleep, 31% Indian adults meditate, higher than the global average of 26%.
- Interestingly, the findings also point out to an appetite of using sleep improvement tech/wearables with 16% Indian adults inclined to use the devices as wearable technology allows consumers simple ways to monitor and improve their sleep quality.
- Indicating ignorance about sleep disorders, the survey also highlighted that nearly half of the sufferers perceive snoring to be natural, hereditary, or caused by age which is a major reason to not take it seriously.

Philips has established over 500 sleep labs across the country and trained over 400 sleep technicians. It is developing clinically-proven solutions that help people take control of their sleep health. It is also meeting the growing and evolving needs of consumers and healthcare professionals, through the expansion of its SmartSleep suite of solutions and surpassing of ten million DreamWear masks and cushions sold worldwide.