



POWERFUL

Widex India

FACILITATING ACOUSTIC VIBRATIONS

Hearing is one of the five senses through which people connect with the world and is also quite significant for their wellbeing. Hearing loss is a common problem that can be congenital or often develops with age or is caused by repeated exposure to loud noises; however, once it happens it can seriously hamper our professional and personal capacities to engage with others. To address the varied issues associated with hearing loss, Widex India

has effectively emerged as a ray of hope for all those people who are unable to hear properly.

Established in October 2000, Widex India – a fully owned subsidiary of Widex A/S, Denmark – is one of the largest suppliers of Digital Hearing Devices in India. Under the quintessential leadership of Mr. Paritosh Arora, the dynamic MD & CEO of Widex India, the firm has rapidly evolved as one of India's premier, most respected and professional hearing aid companies as a result of its focus on building strong customer and consumer partnerships through exceptional services, support and products.

The parent firm, Widex, is a family-owned company, founded in Denmark in 1956, is one of the world's largest manufacturers of hearing aids which are sold in more than 100 countries around the world, and employs more than 4,000 people worldwide. Following its golden footsteps, Widex India has

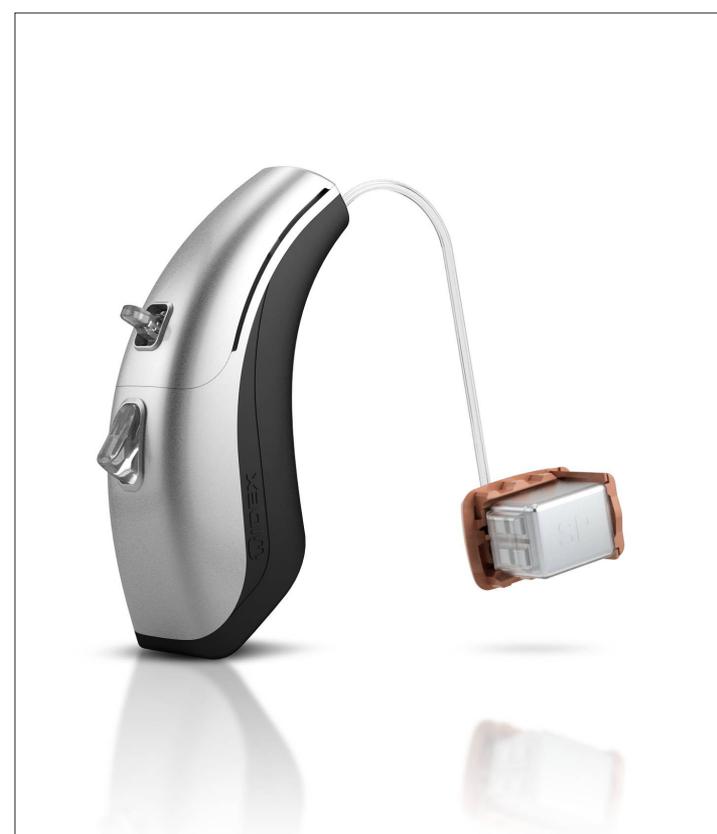


been employing digital technology with unmatched quality, forging its reputation as one of the most innovative brands in the industry. Its uncompromising approach to innovation has facilitated advances such as the world's first digital in-the-ear hearing aid, as well as its own revolutionary wireless technology. Mr. Shakeel H Rizvi, Director, Sales & Marketing has played an instrumental role in its reputation for efficaciously providing the best hearing aids and customer services, and offering the most advanced and natural sound to its customers.

RESONATING MELODIOUS VENTURES

In a bid to spread its reach and enable more and more people hear efficiently,





thus it's important to have a hearing aid that enables hearing of soft sounds while ensuring that loud sounds are not too uncomfortable. The Widex Sound is synonymous to a holistic sound experience, indicating that one is able to hear a full spectrum of sounds – from background noise, to whispers to voices in a crowd.

Widex India has been expanding its network in the country. Headquartered in Gurgaon, the firm has established its presence across the country through its extensive network of sales offices and service centers in Bangalore, Mohali, Gurgaon, Kolkata and Mumbai. Widex India also boasts of a strong distribution network and is marketing its hearing aids through dealers in all the major cities of the country.

People with hearing loss, like others, are exposed to a wide range of different sounds and at different frequencies,

However, there's more to it as the brand makes sure that all its hearing aids are consumer-friendly and can fit easily and perfectly so that they suit an individual's exact hearing loss and the way that person listens. Moreover, being ergonomically designed, they are comfortable to wear, so that an individual can hear the most natural sound possible, irrespective of the person's position and location. It's truly commendable that Widex is working for the cause of better hearing, and helping people with hearing loss all over the world and enabling them to connect and communicate easily.

QUANTUM LEAPS

- Widex launched the world's first digital in-the-ear hearing aid
- It employs CAMISHA technology (laser and 3D technology) to perfectly fit the user's ear canal