

Dr.Reddy's 



**Good
Health
Can't
Wait.**



What began in 1984 as a dream of our founder, Dr. K. Anji Reddy, drives every employee of Dr. Reddy's across the world, to make good health a reality for everyone.

A small company that commenced with making Active Pharmaceutical Ingredients is, today, a global pharmaceutical major that spans a range of products and services in a broad spectrum of therapeutic areas.

Today, our business has diversified into biosimilars, proprietary products and custom pharmaceutical services in 80 countries across the world.

This is our story.

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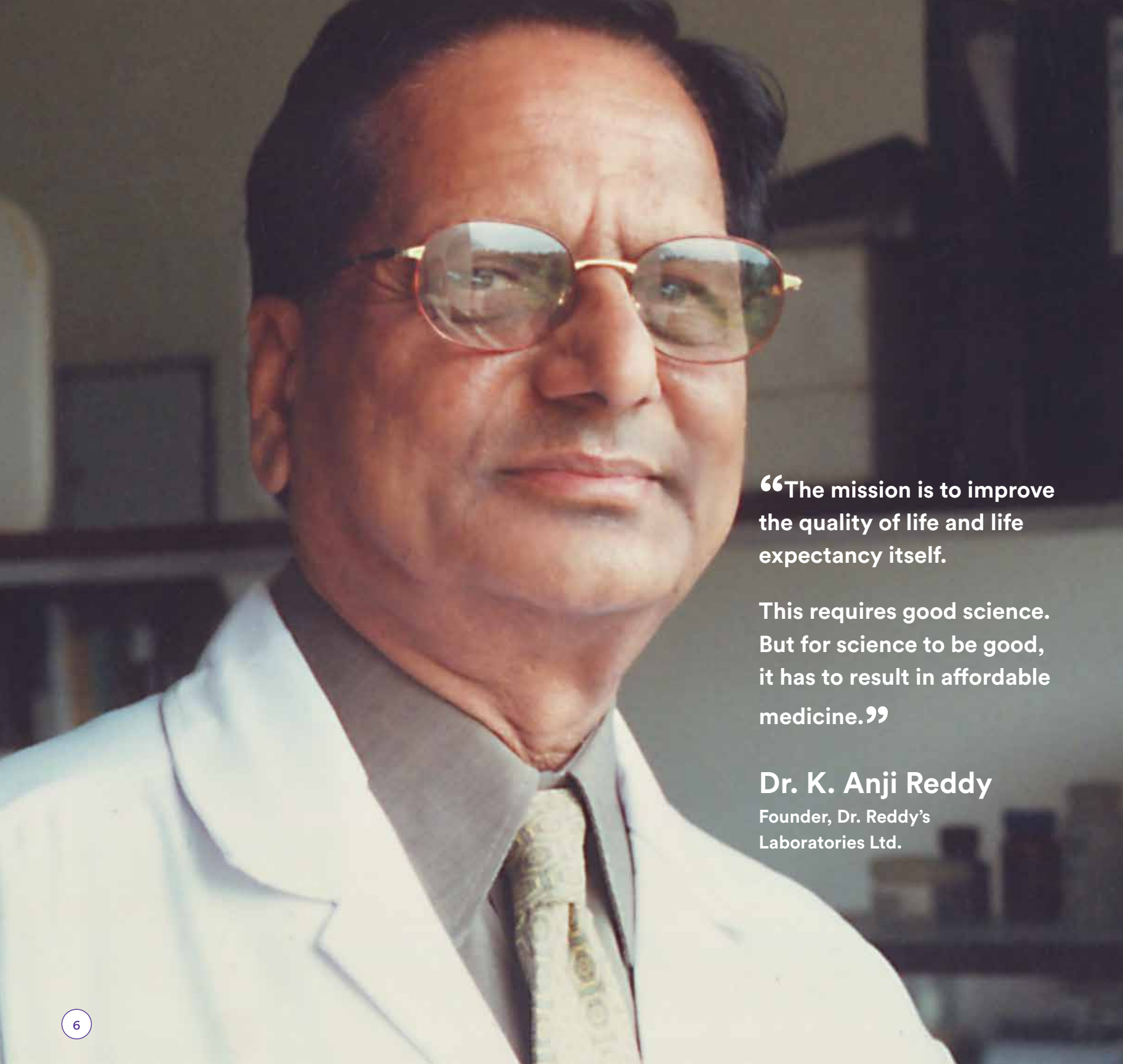
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Our Story

“The mission is to improve the quality of life and life expectancy itself.

This requires good science. But for science to be good, it has to result in affordable medicine.”

Dr. K. Anji Reddy

Founder, Dr. Reddy's Laboratories Ltd.

Our History



1984



The birth of a dream

Scientist and entrepreneur, Dr. K. Anji Reddy establishes Dr. Reddy's Laboratories with a vision of making medicines accessible to the millions in India. The company begins by producing Methyldopa – a hypertension drug that was unavailable in India until 1985. By 1990, Dr. Reddy's is the first Indian pharma company to export Norfloxacin and Ciprofloxacin to Europe and the Far East.

1991



From molecules to affordable medicines

Having successfully made active ingredients accessible, Dr. Reddy's focuses on bringing the dosage forms themselves within reach of millions of patients worldwide. In 1991, Omez, Dr. Reddy's brand of Omeprazole, goes on to become the company's first INR1 Billion brand. The focus is now firmly on medicines, rather than the molecules that go into them. Today, Omez is a market leader in eleven countries, and is the No. 1 branded Omeprazole in the world.

1995



Expanding to reach patients in other countries

Realizing the importance of making innovative medicines more accessible the world over, Dr. Reddy's creates world-class capabilities, beginning with a finished dosage facility in Hyderabad. It expands globally and enters highly regulated markets like the USA. By 2000 Dr. Reddy's becomes India's third largest pharmaceutical company. In 2001 Dr. Reddy's becomes the first Asia Pacific pharmaceutical company, outside Japan, to list on the New York Stock Exchange.

2007



Accelerating access to expensive therapies

Staying sharply focused on patient needs, Dr. Reddy's focuses on making expensive therapies against disease, affordable. In 2007, Dr. Reddy's launches the world's first biosimilar monoclonal antibody (mAb), Rituximab. The product makes treatment of cancers like Non-Hodgkin's lymphoma, accessible to millions of patients worldwide. In 2010, Dr. Reddy's launches the first biosimilar darbepoetin alfa in the world, and brings relief to millions of anaemia patients.

2010



From medicines to health

Taking a holistic view of patient needs, Dr. Reddy's focuses on creating and rolling out a number of programs to help patients, doctors and caregivers better managing disease. Programs like Sparsh and Promius Promise™ go a long way in helping patients get treatment and manage disease better.

2015



Re-dedicating ourselves to patient-centricity

Having built a diverse set of global businesses, Dr. Reddy's unites all of them with a common purpose that's simple and yet, powerful: We accelerate access to affordable and innovative medicines because Good Health Can't Wait. Our logo is an expression of Empathy and Dynamism which helps keep patients at the centre of everything we do at Dr. Reddy's.

Our Purpose

We accelerate
access to affordable
and innovative
medicines because
Good Health Can't Wait.

Simple words to describe the deep-rooted belief that drives a global company. But then, the most profound truths are expressed in the simplest of terms.

'Good Health' is always our goal. We see medicines not just as molecules, but as means to attain good health. Being in the pharmaceutical industry we realize our unique role, as well the ethical and moral imperative, to help patients regain good health as quickly as possible and to promote wellness among them.

'Can't Wait' reflects our commitment to act with speed to find innovative solutions that address the unmet needs of patients, and accelerate access to much needed medicines to large numbers of people around the world.

It is this belief that has driven us to define our purpose: to accelerate access to affordable and innovative medicines.

This, simply put, is who we are and what we do.

Our promises



1

**Bringing
expensive medicines
within reach**



2

**Addressing
unmet
patient needs**



3

**Helping
patients manage
disease better**



4

**Enabling and helping
our partners ensure
that our medicines
are available
where needed**



5

**Working
with partners
to help
them succeed**

International Presence



- **Global Offices** - Australia, Belarus, Brazil, Canada, China, Colombia, Germany, India, Jamaica, Japan, Kazakhstan, Mexico, Myanmar, Netherlands, New Zealand, Romania, Russia, Sri Lanka, South Africa, Switzerland, Ukraine, Uzbekistan, Venezuela, Vietnam, UK, USA
- **Research & Development Centers** - India, Netherlands, UK, USA
- **Manufacturing Facilities** - India, China, Mexico, USA
- **Headquarters** - India

Global Reach

80 Countries

Revenues

US\$ 2.36 Bn in FY2016

R&D Spend

11.5% of Revenues in FY2016

Diverse Global Workforce

40+ Nationalities

Our Top Therapies

GLOBAL GENERICS

- Gastrointestinal
- Oncology
- Cardiovascular
- Pain Management
- Central Nervous System
- Anti-Infective

PHARMACEUTICAL SERVICES & ACTIVE INGREDIENTS

- Cardiovascular
- Oncology
- Pain Management
- Central Nervous System
- Anti-Infective
- Gastrointestinal



Our Businesses

Active Ingredients and Services

Creating high-quality, affordable active pharmaceutical ingredients (APIs) is one of the keys to help us bring good health to all. In fact, Dr. Reddy's began as an API manufacturer and today we are one of the top producers of API in the world. The result:

Our API business caters to leading innovator and generic companies across the US, Europe, Latin America, Japan, Korea and other emerging markets.

Over the years, we have developed deep technical strengths in the development of complex APIs such as steroids, peptides, complex long chain synthesis and oncology. Our expertise in intellectual property and regulatory issues helps us consistently deliver the highest quality APIs that meet or exceed regulatory standards. At the same time, our agility enables our customers

be the first-to-market by providing offerings ranging from intermediates to end formulations.

Our APIs are manufactured in USFDA-certified plants. These plants have the capability to manufacture over 150 APIs in various therapeutic areas. The result is that we're able to add strategic value to our customers by accelerating first-to-market access, IP and technology-driven products and services, supply flexibility and rapid responsiveness. Of course, it also helps our own generics get to market faster while remaining cost effective.



Custom Pharma Services

With an integrated offering of products and services, from intermediates and drug substances (APIs) to drug products, we support innovative pharmaceutical companies across the value chain from development to manufacturing. Our unique capabilities and a deep experience with complex molecules, help us to understand and solve challenges that pharmaceutical companies face in their quest to get products to the market faster.

Our partners have access to the best talents and technologies (including peptides, chirals, HPAPIs, steroids and activated mPEGs), complemented by a vast product portfolio and an extensive global delivery network. Our dedicated project managers guarantee the timely delivery of products to customers across the globe – every day.

Our services include:

Integrated API and Formulation Development and Manufacturing

We develop scalable, robust and cost-effective chemical processes for your API including highly potent APIs which can be manufactured on a commercial scale at one of our sites in India, Mexico or in the UK.

Fully integrated, CPS supports our customers with formulation development and manufacturing services, including pre-formulation studies, prototype formulation development, scale-up and commercial manufacturing, complemented by a full range of analytical capabilities including stability studies.

Life Cycle Management

Our advanced manufacturing processes and enhanced formulation development can add years to the market value and IP of your existing pharma products. A strong portfolio of more than 450 products that serve the major therapeutic areas, and an active pipeline of over 20 development products along with IP assessment, help us to successfully facilitate the launch of line extensions (combinations, new or reformulation) and optimize patent life cycle management.



Generic Formulations

Many people throughout the world do not have access to good health because they can't afford expensive medicines. Our Generic Formulations business addresses this urgent need by offering more than 200 high-quality generic versions of expensive innovator medicines – at a fraction of the cost – around the world.

Generic Formulations, including tablets, capsules, injectables and topical creams, is the largest part of our business portfolio. We are able to make these medicines affordable because we manage the entire value chain – from producing the active ingredients to developing formulations to distributing them through our streamlined supply chain. We leverage our inherent strength – one of the largest manufacturing bases in India – to provide a distinct cost advantage for our customers. Our in-depth knowledge of regulations and intellectual property matters also helps us to bring high-quality, regulatory-compliant medicines within reach of millions throughout the world.

In many emerging markets, our products are available under prominent names. Over the years, these brands have established themselves as leaders in their respective categories.



Over-The-Counter (OTC) Products

In addition to accelerating access to prescribed medicines, we actively develop appropriate products that are available without a doctor's prescription. These important over-the-counter (OTC) medications reach a much broader population. In Russia and India for example, our strong OTC portfolio contains some of the most trusted brands in the industry.

In the US, we make and market OTC medicines in the areas of smoking cessation, pain management, digestive health, and allergy, cough and cold treatment. In the coming years, we will continue to explore offering OTC versions of our generic prescription products as regulations allow.



India

Nise Gel™
Nise D Spray™
Hairrootz™
Velocit™
Pregnidoxin Nu™

Russia

Nise Gel®
Ketorol Gel®
Senade®
Novigan®
Cetrine®
Femibion®
Ibuclin®
Omez 10®
Exefine®
Dexpan+®

US

Habitrol®
Doan®
Bufferin®
Nupercainal®
Myoflex®
Cruex®
Comtrex®

When we launched our first formulation, Norilet, at half the prevailing price two decades ago, we set off a revolution that made medicines affordable for all. We will never deviate from this path of making medicines available to everyone who needs them.

Fortunately, our decades long experience in the generics business, coupled with our world-class capabilities and team, allows us to create high quality, equally effective but significantly more affordable generic biosimilars. The availability of high quality biosimilars is expected to lower the cost of biologic medicines and significantly improve access to these critical medicines for patients worldwide.

Our product development capabilities and our global reach have quickly made us a leader in the relatively small, but fast-growing biosimilars segment. Dr. Reddy's has four biosimilar products marketed in several countries and an extensive development pipeline. Our biosimilars have been made available in several countries, and in all of them, we believe, they have made a significant difference to the accessibility of these medicines.

Biologics

As diseases get more complex, difficult-to-treat and more

infective, the medicines to treat them must also keep pace. Diseases like cancer or autoimmune disorders often require the long-term use of biologics – large molecule protein therapies – for an effective treatment that has fewer side effects.

Effective as they are, biologics are very expensive and can place a significant cost burden on the patient. The annual treatment of cancer and other debilitating diseases using a reference biologic drug, for example, can cost up to US \$100,000 per patient. In some countries, these treatment costs contribute to the burden of surging healthcare costs. In most other countries, especially where patients pay for medication themselves, or where governments have limited healthcare resources, these high costs result in significantly lower access to medicines.



A PACT of good health for cancer patients



Cancer is a growing phenomenon, worldwide. In India, the problem is compounded by the fact that there are only about 1,600 cancer specialists to treat hundreds of thousands of cancer patients. The result is that oncologists in India are highly constrained for time, meeting, on an average, over fifty patients a day. Additionally, treatment of cancer requires the doctor to routinely consult multiple sources of information including textbooks, journals, articles on the Internet, drug information, etc. All of this directly impacts the amount of time that the doctor is able to spend with the patient – and ultimately, the quality of their interactions.

Appreciating the fact that good health is a direct result of the time and the quality of interaction that cancer specialists have with their patients, we devised a mobile application called PACT (Practice Aid for Cancer Treatment) to alleviate some of the problems that doctors faced, while treating their patients. Unlike other mobile apps, PACT is a one-of-its-kind comprehensive and scientifically validated in-clinic support tool for oncologists. The app helps oncologists support their decisions in treating their patients.

It acts as a reliable, effective and interactive ready reckoner on oncology. It gives medical professionals calculators for some of the prognostic measures like

Absolute Neutrophil Count (ANC), Febrile Neutropenia Risk, ESA Response, Non-Hodgkin's Lymphoma (NHL) Prognosis, Myelodysplastic Syndrome (MDS), International Prognostic Scoring System and much more.

Additionally, the app also contains information on the most updated global cancer practice guidelines, a global conference calendar for the various conferences around the world and comprehensive prescribing information on key Dr. Reddy's products. The best part is that the app is designed to be fully functional even without any Internet connectivity.

Ultimately, having a ready reckoner for key information helps doctors optimize their time, cater to more patients and improve the quality of their interaction with patients. The result? More engaged doctors, better quality of treatment and more satisfied patients. PACT is reinforcing our commitment to partner with oncologists to enhance cancer care for millions of patients in India.



Proprietary Products

As people continue to take greater responsibility for their own health and wellness issues, their needs change. Patients today are looking for more than just safe, effective medicines.

Our Proprietary Products division aims to fulfill these unmet patient needs. In some cases, this involves developing a new dosage form of a current drug. In other cases, it may involve developing new combinations of synergistic medications. In doing so, we focus on improving the overall efficacy and delivery of the medicines. In the case of hypertension care, for instance, we were able to develop combinations of Telmisartan with other anti-hypertensive medicines that promised fewer side effects, while retaining their efficacy.

In 2016, we launched two novel products in the US - Zembrace™ SymTouch™, used in treating migraines and Sernivo™, a prescription topical steroid spray, used to treat mild to moderate plaque psoriasis.



While efficacy and safety are important, they are not the only considerations for successful adherence to a treatment protocol. This is why our Proprietary Products division focuses on initiatives to improve the patient's experience with our products. Better experience results in better compliance, which means better health and outcomes for patients. Our effort at developing a smaller Metformin pill that's more easily swallowed is an example of this. Similarly, we developed a range of "Activ" packs (that patients only need to buy once a month) for our anti-hypertensive medicines that focused on improving patient compliance.

We have been able to create a number of differentiated products in the dermatology space for indications like acne, psoriasis, atopic dermatitis, actinic keratosis, rosacea and warts. In the non-dermatological space, we have strong capabilities in creating differentiated products in the areas of pain management, epilepsy and anti-bacterials.

Zembrace™ Symtouch™ and Sernivo™ Spray:



Keeping patients at the center of product development to help them manage disease better

Helping patients better manage their disease calls for a close understanding, not only of the disease, but also how it affects patients' lives. Achieving a positive outcome requires more than just management of patient symptoms; it calls for sustained, intense interaction between patients and their doctors, as well as close collaboration between various teams. Ultimately, it entails thinking beyond medicine. Two products recently launched in the U.S. demonstrate how well we make this happen at Dr. Reddy's. They are Zembrace™ Symtouch™, the 3 mg sumatriptan auto-injector used to treat migraines in adults; and Sernivo™ Spray, the betamethasone dipropionate topical steroid used to treat mild-to-moderate plaque psoriasis in adults.

The story of these products started in 2009, when a team of scientists, formulators, clinicians, and marketers from our wholly owned subsidiary, Promius Pharma®, and the Dr. Reddy's Proprietary Products group, came together with a goal—to build an R&D pipeline of proprietary products that would help patients get back to a state of normalcy.

The team chose to focus on two areas—dermatology and neurology, more specifically, the conditions of plaque psoriasis and migraines. These conditions present interestingly similar challenges. Both have multiple sub-groups of patients who have diverse needs.

Adults with plaque psoriasis may experience significant discomfort, both physically and emotionally. The condition can cause itchiness and pain. It can be very unsightly and its occurrence can be unpredictable. Similarly, those who

suffer from acute migraines may endure severe headaches which may be accompanied by nausea and sensitivity to light and sound. Migraine patients often confine themselves to a dark quiet room until the headache passes. The Dr. Reddy's team realized they needed to better understand patient requirements—including how they managed their conditions, their journey through the diagnosis, their frustrations with the treatment process, and ultimately their desired outcome. After several rounds of interactions with patients and their doctors, the team discovered that patients were most concerned about resuming their normal lives as quickly as possible.

What followed was an exemplary display of cross-functional collaboration. The R&D team, as well as the IP/Legal, Marketing and Manufacturing teams, put their heads together and developed what is now known as Zembrace™ Symtouch™ and Sernivo™ Spray. Both products were developed in a three-year period, from concept to commercialization. Zembrace™ Symtouch™ comes as a boon to many patients who were dissatisfied with the drug in pill form. They wanted quicker relief than provided by the pill form without the associated conditions such as nausea. Sernivo™ Spray represents a similar approach to helping patients with mild-to-moderate plaque psoriasis get back to normal life by providing symptomatic relief quickly. An elegant emollient spray, Sernivo™ is a medium-potency topical steroid which was developed to optimize the delivery system while maintaining efficacy and reducing side effects.

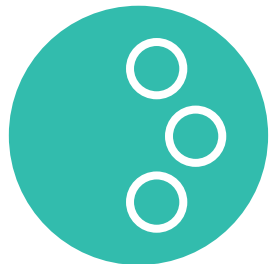


Therapeutic Focus

Understanding patient and partner needs deeply and then developing products to meet those needs is central to our purpose. Over the last three decades, we have transformed our company from a maker of active ingredients to a global, patient-centric company with a footprint in 80 countries.

We have successfully developed and marketed a range of products, many of which are leaders in their respective markets.

Our therapeutic focus follows the most pressing needs of patients today. So, our products focus on therapy areas like:



Oncology

We've successfully demonstrated our cutting-edge research and product development capabilities in this field. Among our numerous achievements is the development of the world's first recombinant human GCSF biosimilar protein, the world's first bio-similar therapeutic monoclonal antibody and the world's only single source pegfilgrastim.



Gastroenterology

Our portfolio consists of some of the leading brands, including our flagship brand OMEZ. In addition, Dr. Reddy's has a varied portfolio that addresses various other gastrointestinal disorders such as irritable bowel, diarrhea and constipation, both in adults and children. We have recently ventured into the Hepatology segment to address the needs of Hepatitis B and Hepatitis C patients, providing affordable medications to more people.



Anti-diabetic

Dr. Reddy's has numerous established products like Metformin, Glimepride, Glicazide and their combinations in its portfolio, to ensure good health to diabetes patients.



Pain Management

Nise, our brand of Nimesulide, is one of the top 300 brands in the Indian pharmaceutical market. Apart from Nimesulide, we have a number of other products including Ketorolac and Hyaluronic acid that form a significant part of our portfolio.



Cardiovascular

Our portfolio consists of many successful products including Amlodipine, Amlodipine+Atenolol combination, ACE inhibitors like Enalapril as well as angiotensin receptor blockers (ARBs) like Telmisartan.



Dermatology

Dr. Reddy's has proven expertise to develop solutions for health conditions such as seborrheic dermatitis, psoriasis, corticosteroid-responsive dermatoses, various types of dermatitis, actinic keratosis, rosacea, warts and acne. In fact, some of our over-the-counter (OTC) products in the area of trichology and hair regrowth, such as Mintop, are leading brands in their own right. Our solutions go far beyond the pill. We have successfully developed and deployed patient-programs that help patient compliance, especially in conditions like acne.



Central Nervous System

Dr. Reddy's has a comprehensive portfolio that addresses a range of psychiatric disorders and diseases of the central nervous system. These include anti-depressants and anti-psychotics, as well as drugs to treat epilepsy and dementia. Our products are available in the US, South Africa, India, Australia, Jamaica and Venezuela. In certain markets we support patients through a 24-hour helpline, which offers assistance for all psychiatric disorders and referral needs.




Our Capabilities


Science with a Purpose

As a company that was started by a scientist, Dr. Reddy's fosters a culture where scientific temperament is rooted in our people and our approach to research. Our research efforts are geared towards accelerating access to affordable and innovative medicines. We focus our work on being first-to-market with products that are difficult to make. Why? These tough-to-make products are likely to be very expensive, and our unique capabilities allow us to improve accessibility to them. Similarly, our patient-centric approach means we tend to focus on developing differentiated products that best address unmet patient needs.


Dr. Reddy's consistently invests 10-12% of its revenues each year in Research & Development.



Our R&D Strengths




State-of-the-art R&D Centers in India, UK, US & Netherlands




Over 2000 research scientists working on various projects


In the last 5 years



Over 230 ANDAs



Over 760 DMFs



Over 304 patents filed

Work at the R&D Centers results in an expansive suite of capabilities and services—from synthetic organic chemistry to formulations development; from intellectual property management to regulatory science; from polymorphism to bio-pharmaceutics. For our industry customers, we're able to offer services and solutions for starting material, intermediates, active ingredients and finished-dosage forms.



Generics

Generics is our largest business and our R&D capabilities within Generics are as distinctive. We have strong capabilities within the more complex pharmaceutical ingredients – novel crystalline and amorphous forms, semi-synthetic APIs, chirals, prostaglandins, peptides, carbohydrates and nano-particle based products. Our analytical capabilities too, match up to the complexity of these APIs. We're able to handle advanced physico-chemical and biological characterization such as particle morphology, sequencing, and secondary and tertiary structures with ease. Advanced particle engineering solutions (such as, those using microsphere and liposomal technologies) allow us to ultimately create complex products or dosage forms that require differentiated go-to-market strategies.


What makes our Generics R&D operation distinctive is a unique combination of depth and breath of capabilities, coupled with world-class infrastructure, sustainable partnerships and a robust product portfolio. Our R&D philosophy for Generics has evolved along multiple dimensions – from simple, oral solid-based products to complex OSDs, injectable and dermatological products; from simple chemistry to semi-synthetic APIs, Chirals, Prostaglandins, Peptides and nano-particle based products; from established processes to advanced particle engineering solutions and complex scale-ups.



Biologics

Our research capabilities within Biologics are growing in step with the growing importance of the business. Dr. Reddy's has end-to-end research capabilities in Biologics, thanks to the global teams at Basel & Princeton and an integrated organization that leverages the strengths of individual center of excellence at Hyderabad.

State-of-the-art technology in cell line and process development, along with our capabilities in bio-analytics and our extensive experience with complex, healthy volunteer and patient studies aid our product and clinical development.



Series of firsts

- 1 First biosimilar filgrastim (G-CSF) in India**
- 2 First biosimilar MAb (Rituximab) in the world in 2007.**
- 3 First biosimilar darbepoetin alfa in the world in 2010.**



Proprietary Products

Our Proprietary Products business focuses on novel and differentiated formulations targeting the dermatology and neurology segments. In dermatology, we focus our research effort on indications like psoriasis, atopic dermatitis, seborrheic dermatitis and actinic keratosis with delivery technologies like topical products, injectables and oral modified release dosage forms. While, in neurology, we pursue indications like migraine, epilepsy and Parkinson's disease with delivery technologies like buccal, sublingual, intranasal and injectable dosage forms.

We use a unique reverse translation-based product development engine to achieve this. This engine provides a seamless integration of preclinical biology, PK/PD, toxicology, translational studies, manufacturing strategy and regulatory approaches. Developing animal-human correlative PK/PD models using the known information on APIs allows for rapid and efficient development of formulations in the preclinical models.



Active Ingredients

Our relentless pursuit of innovation-led affordability helps our customers get access to the most complex active ingredients, while maintaining a consistent global quality standard. Our API development efforts are driven by the twin goals of building our internal formulation expertise and supporting our global external customers. Our strong pipeline in synthetic chemistry, analytical chemistry and process engineering, supported by solid competencies in intellectual property management, regulatory affairs and supply chain management, and state-of-the-art manufacturing facilities enable us to deliver sustained generics growth through world-class execution. Dedicated teams that focus on niche areas like sequential and random peptides, polysaccharides, prostaglandins, steroids, oncology products, and other small molecules, give us a unique competitive edge in the development of APIs.

Advanced analytical tools and robust analytical methods are the hallmark of our product development program. Synthesis and isolations of genotoxic and process impurities are carried out using advanced Prep HPLC systems equipped with automated fraction collectors and flash chromatography. Characterization of API, impurities and reference standards are done using NMR, LC-MS/MS, GC-MS and HRMS, among other advanced techniques.

Quality - Beyond Compliance

At Dr. Reddy's, our patient-centric approach drives us to ensure that our patients consistently receive medicines that are both safe and efficacious. To this end, we establish uniform manufacturing and quality standards for all products, regardless of their market.

To us, meeting pharmacopoeia requirements are only a minimum standard and our aim is to go beyond mere compliance to setting benchmark quality levels. We take a life cycle based approach to development and manufacturing, and strategically drive continuous improvement initiatives to reduce variability in process and product quality characteristics. We are also fully committed to comply with all current national and international regulations, codes and standards.





Empowered People. Outstanding Results.

We recognize that our people are the biggest determinant of our success and our HR philosophy is designed to place our People Managers at the heart of all our employee practices.

Adjudged among the best employers in India, as well as the US, we periodically renew our HR practices to better engage with our 20,000-plus employees worldwide, and support their professional growth and development.

We aim to create an organization in which every individual is provided with the right environment, opportunities and support thereby enabling them to maximize their inherent potential and collectively create a greater impact. We actively bring in talent from diverse backgrounds and provide an environment that fosters intelligent risk-taking and promotes mutual respect. Dr. Reddy's is an employer of choice for women, laying special emphasis on helping our women colleagues grow professionally.

We partner closely with our employees to enable their holistic growth. Through strategic investments in leadership development and talent management programs, we equip them with the knowledge, skills and experiences required to develop into high-impact leaders.



What we promise our employees

United to make the world a healthier place

Every day, patients across the world trust us with their health. As a team, our people have earned this trust through personal integrity, product quality and organizational transparency.

A team that cares

We are committed to the safety and well-being of each other. In each of our plants, work sites, offices and out in the field, our people believe in taking care of each other and the community at large.

The freedom to create impact

Good health can never be delivered by strait-jacketed ways of working. At Dr. Reddy's, our people have the space and freedom to experiment, innovate and put their talent to work.

Learn. Excel. Grow. Repeat.

Irrespective of their function, we actively support the development of our people. We give them access to leading-edge learning resources and expose them to some of the finest thinking in the world. It's the only way to stay a step ahead of the curve.

Respect for all.

At Dr. Reddy's we respect every individual regardless of rank or position. Our people are always heard and have the opportunity to express their opinion. In turn, they are equally accessible and respectful towards their colleagues.



The right prescription for patient-centricity



Our Self Managed Teams are geared to be patient-centric in the changing face of the healthcare industry

The health eco-system is changing. Patients are demanding access to better healthcare at a lower cost but of a higher quality. Not to mention, there are huge unmet patient needs that the health system is struggling to address. The only way to meet these demands was to focus on the patient – observing, understanding and responding to their needs. The need of the hour was to go beyond just words and to put patient-centricity at the heart of our culture.

At Dr. Reddy's, we believe that everyone has potential and with the right training, appropriate tools and enabling environment we can empower them to respond to the needs of patients. This is precisely the spirit that our SMT (Self-Managed Teams) program aimed to engender in our people. We believed that by providing training to help our shop floor employees build multiple skills to handle end-to-end jobs they would become invaluable assets to our company.

To create an empowered workplace we recruited young people to become part of our SMT program. To apply, these young people had to undergo a rigorous process that rated them on their general aptitude, performance, and learning ability. The selected group was then trained for 50 days at a pharmacy college on basics of Industrial Pharmacy. During the program they also learned communication skills, team building, creativity and problem solving, through various activities. Over the course of three to four years, they became highly skilled technicians in their field – ensuring that our medicines

were made and delivered to patients with the utmost quality. More than just seeing a drug, these young people saw an opportunity to make someone better – always understanding the 'why' and not just the 'how'.

People undergoing the SMT program became an asset not only to our company but also to the health eco-system as a whole. The training and culture of the SMT program instilled an innate, patient-centric perspective in all our trainees – this enabled them to be one of the most critical links between the company and the patient. In addition, the team-oriented approach – agile, collaborative, complementary, and communicative – was a working method that delivers high quality output. Whether at Dr. Reddy's or elsewhere in the health industry, these young people were equipped with skills, an approach and a mindset that set them apart from their industry peers. A broader social benefit of the program was that many of these young people were able to complete their education while earning their living. Making patient-centricity a part of work practices is key to making it second nature to us. The more we invest in building this approach in our people the more impact we can have on patients and on the healthcare system.









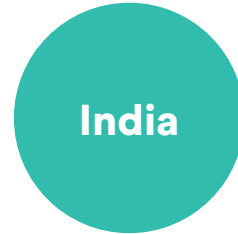
Our Citizenship

Giving Back to Society

While bringing good health to all is the central belief that drives all of us at Dr. Reddy's, there is also a larger purpose to the community that we are part of. Every employee at every location, across the world, is encouraged to participate in the various social responsibility initiatives that we engage in. Besides doing good for the community, these activities offer the added advantages of exposing employees to valuable leadership experiences and making their work emotionally more meaningful.

Our community work is built on certain basic tenets, outlined below, that form our approach.

-  Collaborating and building capabilities of social change agents
-  Nurturing institutions that demonstrate new pathways of human development
-  Inclusion of low income communities into mainstream quality education and differently abled persons into the mainstream world of work
-  Being sensitive to the community situations as well as to the constraints of social development systems



In India, Dr. Reddy's focuses primarily on the areas of education, livelihood, healthcare and sustainability.

Education

Education is a universal enabler of health and progress. We believe that access to a good education and schooling is every child's right. That is why, we partner with the Dr. Reddy's Foundation to work with schools, communities and other stakeholders to bring children of all age groups into mainstream education. The Pudami Schools make quality English medium education available to children from all walks of life, with special focus on children from low-income communities.

Through our School Improvement Program (SIP), we have provided quality education and impacted millions of lives.



59 Schools



154 Villages



Over 25,000 Students

The Kallam Anji Reddy Vocational (KARV) College trains students in two-year vocational courses preparing them for employment in domains of Health, Automobile Engineering, Customer Relations, Nursing, Diagnostics Services, Computer courses, etc.

We also support Fellows of the Teach for India program in low-income schools in Hyderabad.

Livelihoods

Livelihood is a key focus area for Dr. Reddy's wherein we work with young people, farmers, and disabled people in urban and rural India to enhance their employability. Improving a person's ability to earn a livelihood translates into an enhanced income, better health and better quality of life for the community and the nation. We support the Dr. Reddy's Foundation-run Livelihood Advancement Business School (LABS) program for under-privileged youth between the ages of 18 and 30 to equip them with job-specific skills, soft skills, basic English, computer skills and placement linkages. On the same lines, we run LABS-PwD for people with disabilities to be integrated into mainstream society. LABS for Farmers helps farmers enhance their income through technology and methodology interventions.



108 Centers



19 States



3 in 4 graduates employed



Healthcare

Healthcare for all is a fundamental right and is in line with our strong belief that 'Good Health Can't Wait.' We focus on developing a robust ecosystem that enables access to basic healthcare for those who face infrastructural problems especially in rural India. Our Community Health Intervention Program (CHIP) is designed to improve the survival rate of infants and children in more than 145 villages throughout rural India. So far, we reached out and impacted 2,14,625 beneficiaries. The program has begun to enhance basic support for ante and postnatal care, safe delivery and infant care, and promote primary immunization of children by the age of one. We also work extensively to increase awareness in communities with an emphasis on health and nutrition for safe motherhood.

Sustainability

Sustainability is an utmost priority at Dr. Reddy's and we undertake serious measures to work towards our purpose in a way that is economically, socially and environmentally sustainable. We're among the few companies in India that publish the Sustainability Report as per Global Reporting Initiative (GRI) guidelines, and were in fact, the first Indian pharmaceutical company to be registered under the GRI database. We are the only pharmaceutical company listed in the Dow Jones Sustainability Indices for Emerging Markets and one among just nine companies from India.

MEMBER OF
Dow Jones Sustainability Indices
In Collaboration with RobecoSAM



Germany

In Germany, through betapharm, our subsidiary company, we are committed to sponsoring the work of the non-profit and independent beta Institute. For more than 14 years, the beta Institute has provided the most comprehensive search engine for socio-legal information in Germany, betanet (www.betanet.de).

Betanet helps patients navigate through the regulated German healthcare system, offering up to date reference information and guidance in the form of socio-legal information, including illustrative cases and useful addresses, and links for personal advice and support. This is especially valuable as significant legislative changes are made as often as twice a year.

Betanet is accessed daily by thousands of people who need socio-legal information and has received awards at various fora.

USA

Community volunteerism is part of the DNA at Dr. Reddy's and the US is no exception. Employees in the Bristol, Tennessee, and Shreveport, Louisiana, plants donate their time and talents to help more than 3,000 homeless or underprivileged children in their communities with food and gifts and Thanksgiving. At the regional headquarters office in Princeton, New Jersey, individual departments use volunteering activities as teambuilding events.

Russia

Dr. Reddy's in Russia supports "Charity House 48" in Moscow, which houses around 130 children aged from 6 to 18, who are orphans or have been abandoned by their parents. We support Charity House 48 in various material ways, such as ensuring that they have access to clean drinking water. Our employees also regularly visit the orphanage and celebrate festive occasions by organizing entertainment and gifts for the children.



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