

Dr.Reddy's





Our purpose

We accelerate access to
affordable and innovative medicines
because

**Good Health
Can't Wait.**

Contents

- Who we are
- Our journey so far
- An exciting future

Please click on the circular buttons to go to the respective page

Dr.Reddy's 

Dr.Reddy's 

Chiretech Technology Centre



Section 1

Who we are

“I want to build a company that’d last 500 years.”

- Dr. K Anji Reddy, Founder Chairman



We are a global pharmaceutical company with three key businesses

Pharmaceutical Services & Active Ingredients

Partner of Choice



- A leader in generic API supply globally
- Customers are generics manufacturers and innovator firms

Global Generics

Access to affordable medicines



- Finished dosages in distribution-and detailing-driven markets
- Key markets: America, India, Russia
- Building a sustainable biosimilars business

Proprietary Products

Fulfilling unmet medical needs in dermatology & neurology



- Building sustainable and profitable proprietary products
- Strong pipeline of differentiated formulations



We are present in all major regions of the world

Commercial
presence in

25 ▶

countries



USA



Russia



India



Germany



Venezuela



China



United Kingdom



Ukraine



South Africa



Kazakhstan



Romania



Australia



Canada



Myanmar



Belarus



Uzbekistan



Vietnam



Sri Lanka



Jamaica



New Zealand



Netherlands



Brazil



Mexico



Colombia



Japan

Globally distributed and diversified workforce



25 Global plants



10 Global R&D centres



20,000+ Employees
40 Nationalities



We use science and technology to provide affordable and innovative medicines



Industry-leading chemistry skills

Niche product opportunities
(Tacrolimus, Metoprolol succinate, Azacitadine, Divalproex Sodium ER)



Vertical integration

- Integrated R&D
- API manufacturing (10 facilities)
- Formulations manufacturing (15 facilities)



Early-mover advantage in biosimilars

- 4 biosimilar products being marketed
- Biologics development and manufacturing in India

First Indian-company-launched Para IV product, **Fluoxetine**, in USA



World's first generic monoclonal antibody of Rituximab **Reditux**



Several complex generics launched in USA with fewer than three competitors, e.g., **Fondaparinux**





Our purpose guides our customer value proposition and strategic choices

Purpose

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

Customer value proposition

Bring expensive medicines within reach

Address unmet patients' needs

Help patients manage disease better

Equip partners to succeed

Ensure products are always on the shelf

Strategic choices

Offer our patients the products they value most and help our partners succeed through our flexible supply chain and services



Our products are developed at our R&D centres in different regions of the world

Research and development sites

UK - Chirotech
Technology
Development
Centre,
Cambridge



Netherlands -
Octopus
Technology
Development
Centre, Leiden

USA -
Development
centre,
Princeton, NJ



India -
Integrated
Product
Development
Centre,
Hyderabad

1,200 scientists

involved in process
and product innovation

Areas of research:

- Chemical synthesis
- Formulations development
- Biologics
- Drug delivery
- Drug discovery





We strive to be the first to launch tough-to-make products and differentiated formulations

IP- and technology-driven active ingredients

Complex generics and biologics

Differentiated formulations and novel products for unmet needs



We have introduced services aimed at improving patient outcomes or partner needs

Innovative services around our products

Proprietary Products

Helping doctors & pharmacists create better outcomes

Branded generics

Value added service offerings

API and pure generics



We are known for our R&D strengths...

Advanced technology



Globalized R&D



External R&D relationships





...and our people practices

We were ranked first among biotech and pharmaceutical companies in India by Great Place to Work in its **Best Companies to Work For** survey, 2013



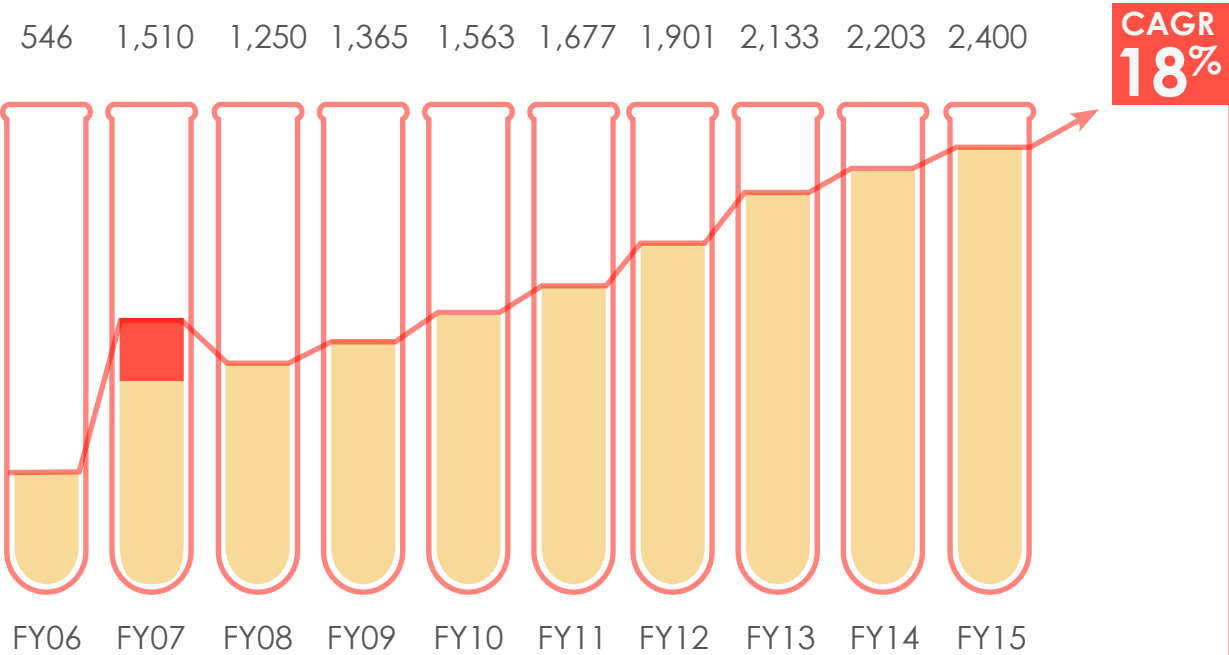
We are recognized for our strong corporate governance

Our Board was named one of **India's best managed boards** by Mint and Aon Hewitt and by Economic Times and Hays in their respective studies



Our revenues are growing strongly and so is profitability...

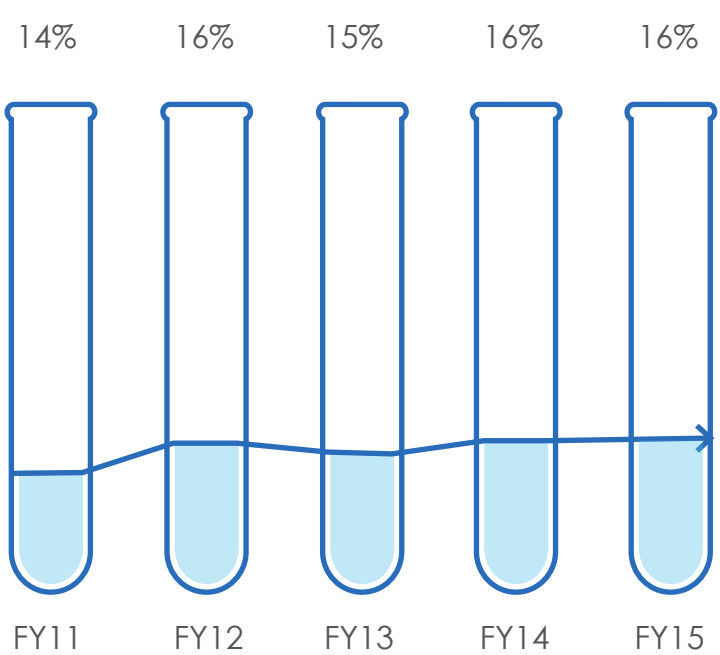
Revenues (\$ million)



■ Authorized generic launches (FY07)

All figures converted at respective periods' convenience translation rates (as reported in our Form 20-F)

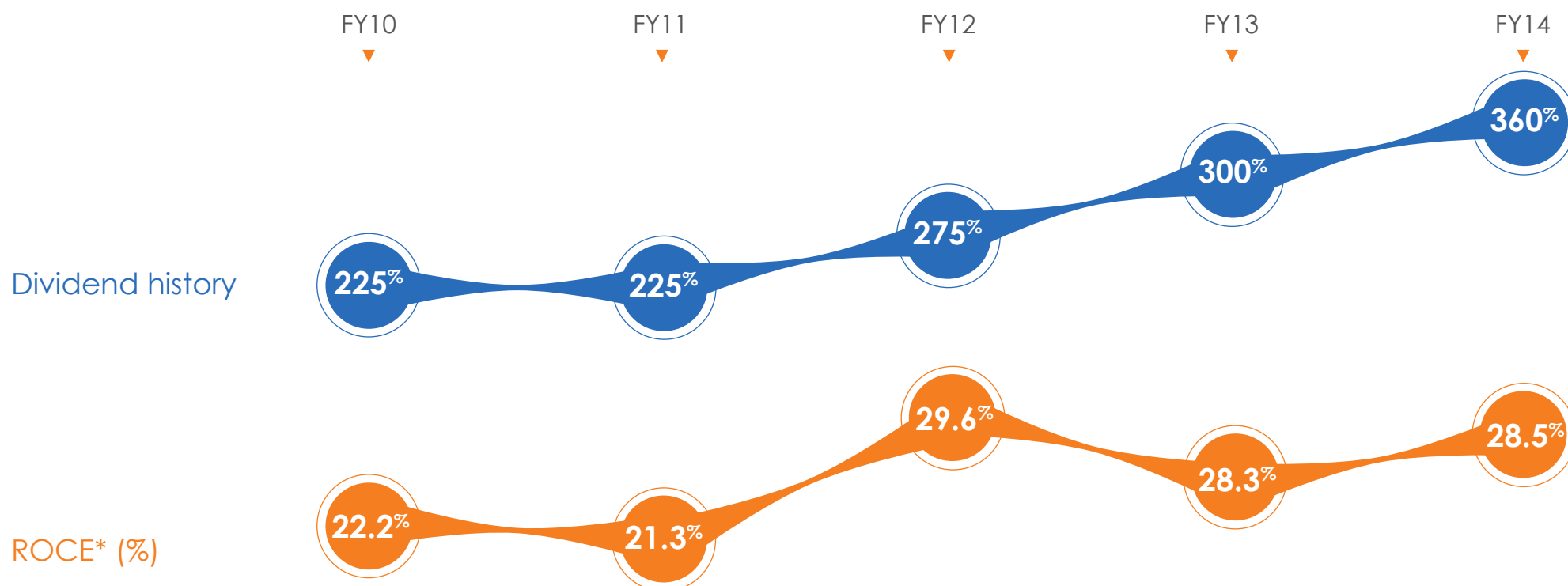
PAT to sales



PAT adjusted for one-time non-cash impairment charges primarily related to Betapharm



...leading to steadily improving share-holder returns



*Pre-tax operating RoCE adjusted for one-time non-cash impairment charges primarily related to Betapharm



Section 2

Our journey so far

“Charting out a course in unknown waters and learning along the way has made the difference to us.”

- Satish Reddy, Chairman

Our journey has covered six phases

1984–90

Establishing a viable business



1990–95

Moving from an entrepreneurial to a professional organization



1995–2000

Creating world-class capabilities



2000–2005

Building an institution



2005–2010

Globalizing and growing inorganically

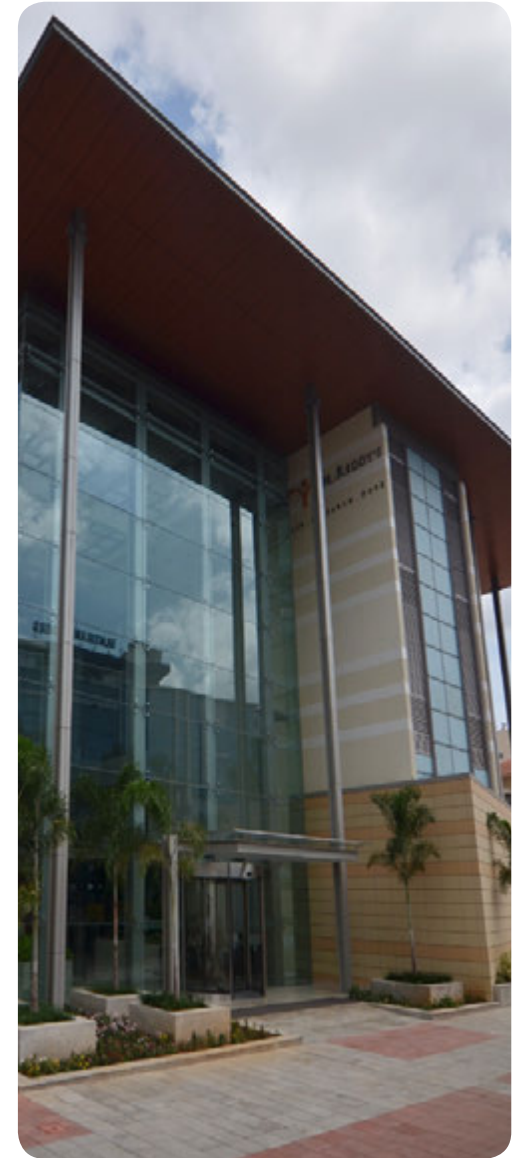


2010 onwards

Pursuing excellence



From an API manufacturer we have grown into
a global pharmaceutical firm





We have moved from an entrepreneur-led firm to a professional meritocracy



From 1995 onwards, we focused on creating
world class capabilities

Regulatory, IP, Quality, Manufacturing, Legal, SH&E



In the early 2000s, we focused on institution building



Multiple acquisitions and business development deals have fuelled non-linear growth

Section 3

An exciting future

“We are impacting millions of patients by empowering our people to act with agility and to do what is tough and worthwhile.”

- G V Prasad, CEO



We are aiming high

Become one of the leading global generics companies providing tough-to-make and truly differentiated products that meet patients' unmet needs

Bring affordable biosimilars to patients in developed and developing markets by:

- Enhancing regulatory skills
- Establishing the organization and skills for a fully powered biosimilars entity

Launch differentiated proprietary products for patients in the USA

We consistently apply lessons we have learned in our journey so far

Doing the right thing for your customers, partners, society and other stakeholders leads to enduring success

Define success in terms of purpose rather than just financial metrics

Your rate of growth is limited only by your imagination and the leaders you have

Unleash the potential of your people by elevating their aspirations and helping them achieve them

“The best way to
predict your future
is to create it”

- Abraham Lincoln



Registered Office: Dr. Reddy's Laboratories Ltd. 8-2-337 | Road No. 3, Banjara Hills, Hyderabad - 500034, Telangana, India.

Tel: +91 40 4900 2900 | **Fax:** 91 40 4900 2999 | **Email:** mail@drreddys.com | **Web:** www.drreddys.com