

## Dr. K Anji Reddy's Memoir "An Unfinished Agenda" Unveiled

**Hyderabad, January 23, 2015:** Remembering the magnificent journey of Late Dr. K Anji Reddy, Founder - Dr. Reddy's Laboratories, in the global pharmaceutical industry, his memoir "*An Unfinished Agenda*" was launched today in Hyderabad. Industry veteran Dilip S. Shanghvi, Founder and Managing Director – Sun Pharmaceutical released the memoir in the presence of K. Satish Reddy, Chairman, G V Prasad, CEO – Dr. Reddy's Laboratories, family members, close associates and other key dignitaries from across the country.

Dr K. Anji Reddy's journey makes for an inspiring story. That story is told rivetingly in his own words in his memoir, *An Unfinished Agenda*. The book highlights his infectious enthusiasm as he recounted the breath-taking progress of science and the promise that it held for the future. Besides capturing the success story of Dr. Reddy's during his regime, the book also brings to light his fortitude when faced with disappointments as well as his marvelous ability to put them firmly behind him and look ahead with characteristic optimism.

On the occasion of the book launch, K Satish Reddy, Chairman – Dr. Reddy's Laboratories said, "*we are honored to release this memoir recalling the challenging yet successful journey of Dr. Reddy in the pharmaceutical industry*"

"*Dr. Reddy was driven by his overwhelming belief in the purpose of medicine. It was not just the compulsive quest for discovery, but the defining characteristic of a true innovator, which kept him going*" he further added.

*An Unfinished Agenda* takes the reader on a whirlwind tour of the science of medicine over the last hundred years and reminds us of the stark challenges that remain.

### **About Dr. Reddy's Laboratories:**

Dr. Reddy's Laboratories Ltd. (NYSE: RDY) is an integrated global pharmaceutical company, committed to providing affordable and innovative medicines for healthier lives. Through its three businesses - Pharmaceutical Services and Active Ingredients, Global Generics and Proprietary Products – Dr. Reddy's offers a portfolio of products and services including APIs, custom pharmaceutical services, generics, biosimilars and differentiated formulations. Major therapeutic focus is on gastro-intestinal, cardiovascular, diabetology, oncology, pain management and anti-infective. Major markets include India, USA, Russia-CIS and Europe apart from other select geographies within Emerging Markets. For more information, log on to: [www.drreddys.com](http://www.drreddys.com)

For more information, please contact-

MSLGROUP

Hari Prasad – 9618883774 / [hari.prasad@mslgroup.com](mailto:hari.prasad@mslgroup.com)

Suhasini Kona – 9505038290 / [suhasini.kona@mslgroup.com](mailto:suhasini.kona@mslgroup.com)