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Promius Pharma Launches New Corporate Brand Identity

Princeton, NJ, USA. June 30, 2016 — [Promius Pharma](http://www.promiuspharma.com) LLC, a subsidiary of Dr. Reddy's Laboratories today unveiled its new visual identity and corporate brand: *The Power of Humans Being*. It expresses the core belief at Promius Pharma that "every patient is a person first" and its mission to "help patients get back to what matters most—being a person."

The Promius Pharma logo now includes a seven color tangram that represents creative problem-solving leading to multiform solutions. A dissection puzzle that originated in China, a tangram has seven flat pieces, called tans, that are put together to form complex, elegant shapes. It is said that the Pythagorean theorem was discovered with the help of tangrams. For Promius Pharma, the tangram evokes the company's dedication to curiosity, creativity, and ingenuity.

The primary color palette for the new Promius Pharma branding is composed of the seven colors of the tangram: sky blue, yellow, brown, avocado, purple, burnt orange, and khaki. The multicolor palette expresses the Promius Pharma commitment to create solutions that fit with the full colors of real life. It also signals the high value that Promius Pharma places on diversity of talents, experiences, and perspectives in their pursuit of those solutions.

According to Dr. Anil Namboodiripad, Chief Commercial Officer at Promius Pharma, "our new corporate brand identity clearly establishes Promius Pharma as a strong and innovative company whose driving force is to foster better health for all people. Our R&D pipeline reflects the convergence of deep patient insights, pre-clinical, clinical and regulatory expertise in the development of products that address pressing medical needs of various patient subgroups."

Commenting on the brand launch, Dushyanth Surakanti, Vice President, Head of Sales & Marketing and Corporate Development at Promius Pharma, added that "our new philosophy, *The Power of Humans Being*, beautifully crystalizes our vision of a world where people living with the challenges of a medical condition can feel like they are living without it."

The leadership team at Promius Pharma formally introduced the new corporate branding at a company-wide event held on the Promius Pharma campus in Princeton, NJ, on June 28, 2016.

Disclaimer: This press release may include statements of future expectations and other forward-looking statements that are based on the management's current views and assumptions and involve known or unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. In addition to statements which are forward-looking by reason of context, the words "may", "will", "should", "expects", "plans", "intends", "anticipates", "believes", "estimates", "predicts", "potential", or "continue" and similar expressions identify forward-looking statements. Actual results, performance or events may differ materially from those in such statements due to without limitation, (i) general economic conditions such as performance of financial markets, credit defaults, currency exchange rates, interest rates, persistency levels and frequency / severity of insured loss events (ii) mortality and morbidity levels and trends, (iii) changing levels of competition and general competitive factors, (iv) changes in laws and regulations and in the policies of central banks and/or governments, (v) the impact of acquisitions or reorganisation, including related integration issues. The company assumes no obligation to update any information contained herein.

For more information on new corporate brand identity, please visit: <http://promiuspharma.com/>

About Promius Pharma LLC

Promius Pharma is a wholly owned subsidiary of Dr. Reddy's Laboratories, an integrated pharmaceutical company, committed to accelerating access to providing affordable and innovative medicines because good health can't wait. With a robust commercial infrastructure and extensive research and development capabilities through its parent company, Promius Pharma is committed to bringing new products to market that meet patients' needs in dermatology and neurology. In January 2016, Promius Pharma received FDA approval for a product to treat acute migraine. For more information, visit <http://promiuspharma.com/>.

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