

**Dr. Reddy's Laboratories in association with NICE Foundation have announced the launch of the
Community Health Intervention Program (CHIP) in Srikakulam District**

- Dr. Reddy's to contribute Rs. 3.50 crores for this social program
- CHIP to benefit over 74,000 people living in 54 villages

Jan 22, 2014, Hyderabad: In an attempt to provide quality health care services to rural communities Dr. Reddy's Laboratories has partnered with the NICE Foundation to launch the Community Health Intervention Program (CHIP). The social program kick-started with the flag-off ceremony of Mobile Medical Vans by **Satish Reddy, Chairman, Dr. Reddy's Laboratories and Dr. P. Lakshmi Narasimham, I.A.S. Collector Srikakulam District today in Sancham Village in Srikakulam District.**

Community Health Intervention Program (CHIP) is primarily focused at Women and Children living in 54 villages of Ranasthalam Mandal in Srikakulam District covering almost 74,000 population. Dr. Reddy's will contribute Rs. 3.50 crores to drive this social initiative over next five years with an aim to provide quality health care services at the doorsteps of rural communities. These services shall be delivered through the Mobile Medical Vans with a team of qualified medical personnel, creating health awareness, providing health care and dispensing basic drugs.

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

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