

## DR. REDDY'S LABORATORIES LTD.

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## Dr. Reddy's Laboratories Launches Customer Service Portal to Increase Operational Efficiency for API Customers

Hyderabad, India and Princeton, NJ, USA. March 18, 2019 - Dr. Reddy's Laboratories Ltd. announces the launch of its advanced B2B Customer Service Portal "XCEED." Fully focused on meeting the growing demand for Dr. Reddy's portfolio of generic active pharmaceutical ingredients (APIs), the customer service portal significantly increases the operational efficiency in doing business with Dr. Reddy's.

The no-boundaries platform designed based on customers' insights and feedback, is a huge step forward in providing an advanced customer experience and facilitating collaboration. Customers are now able to manage the whole business process in real time, from ordering samples to submit and track their orders, but also to closely interact with Dr. Reddy's interdisciplinary support team and much more. Catering to leading innovator and generic companies across the U.S., Europe, Latin America, Japan, Korea and other emerging markets, Dr. Reddy's is recognized as one of the largest API suppliers. The launch of XCEED gives now instant access to an industry leading portfolio which spans across a wide range of indications and complex molecules such as steroids, peptides or highly potent APIs (HPAPI).

"We strive to provide the best service experience for our customers and the launch of our Customer Service Portal "XCEED" strongly underlines our commitment to meet and exceed customer expectations," commented Deepak Sapra, Senior Vice President and Global Head of Custom Pharma Services and Active Pharmaceutical Ingredients business at Dr. Reddy's Laboratories. "We are confident that XCEED will increase the operational efficiency for our partners by enabling them to transact online and access real time information about their business and products with Dr. Reddy's. This will further enable us to support them in their mission to bring medicines to patients faster."

The platform will be presented for the first time to customers during DCAT week in New York from March 18-21, 2019 and will be available to API customers across the globe during the next week.

**About Dr. Reddy's:** Dr. Reddy's Laboratories Ltd. (BSE: 500124, NSE: DRREDDY, NYSE: RDY) is an integrated pharmaceutical company, committed to providing affordable and innovative medicines for healthier lives. Through its three businesses - Pharmaceutical Services & 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. Our major therapeutic areas of focus are gastrointestinal, cardiovascular, diabetology, oncology, pain management and dermatology. Dr. Reddy's operates in markets across the globe. Our major markets include – USA, India, Russia & CIS countries, and Europe. For more information, log on to: [www.drreddys.com](http://www.drreddys.com)

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