

# Dr. Reddy's Laboratories

## 2007-2012

Dr. Reddy's produces and markets over 250 pharmaceutical products targeting a wide range of diseases:

- Finished dosage forms
- Active pharmaceutical ingredients
- Biologics.

Increasingly, the company is placing emphasis on NCE drug development, in an effort to achieve differentiation in the market and the higher returns from successful patented drugs.

### 2.2.1 Dr. Reddy's Conducts its Operations in Sites Across The World

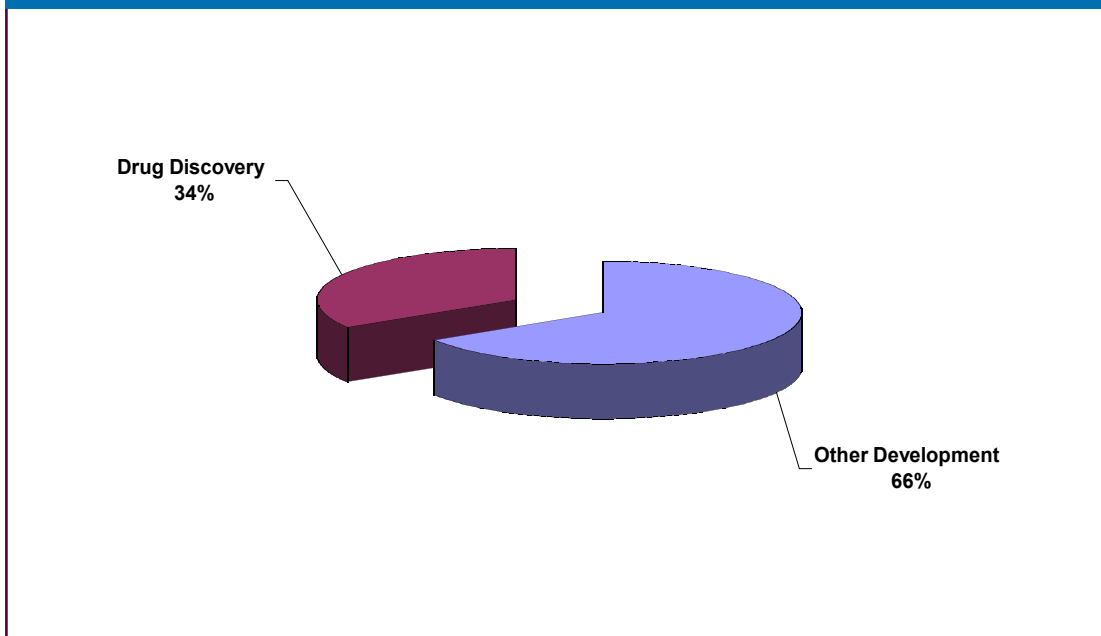
In addition, Dr. Reddy's has sites in various countries for manufacturing or R&D activities. Those facilities include:

- Six FDA-inspected facilities for active pharmaceutical ingredients (API) in India
- Seven formulation (finished dosages) facilities (5 located in India and 2 in the UK (FDA-inspected, also ISO 14001 and ISO 9001 certified))
- NCE discovery and development centres in Atlanta (US) and Hyderabad (India)
- One dedicated process research centre in India
- One dedicated resource for biologics in India.
- A wholly-owned subsidiary - Aurigene Discovery Technologies - with laboratories in Bangalore, India.
- Drug discovery research centres in Atlanta, US and Hyderabad, India

The company employs 950 scientists, of whom over 320 are dedicated to drug discovery. Proportionally, that division is represented in Figure 2.3.

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Figure 2.3, Allocation of Scientific Personnel, 2006



Source: Dr. Reddy's, 2007; visiongain, 2007

## 2.3 Vision and Mission in Dr. Reddy's

Dr. Reddy's mission is to be the first Indian pharmaceutical company that successfully takes its products from discovery to commercial launch globally. In particular, its vision is to become a discovery-led global pharmaceutical company with a core purpose of helping people lead healthier lives.

Stated core values in Dr. Reddy's include:

- Commitment to innovation & continuous learning
- Respect for the individual
- Collaboration & team work
- Harmony & social responsibility
- Quality and delighting customers, internal and external

Furthermore, the company states that its business practices are guided by the highest ethical standards of truth, integrity and