



Dr. A. V. RAMA RAO

Dr. A.V. Rama Rao graduated in chemical Technology (Pharmaceuticals and Fine chemicals) from Department of Chemical Technology, Bombay University in 1960 and PhD (Technology) (1960-64) under the supervision of Prof. K. Venkataraman at National Chemical Laboratory. He spent two years with Harvard University (1975-76) working in Prof. E.J. Corey (Noble Laureate) research group. Dr. Rama Rao established a research group at National Chemical Laboratory, Pune-the start of a career, which is marked by some amazing achievements in the synthesis of some complex natural products. Rama Rao moved from NCL to take the post of the Director of the Regional Research Laboratory, Hyderabad (1985); later renamed as Indian Institute of Chemical Technology (IICT) during his tenure. Rama Rao retired as the Director of IICT Hyderabad and founded AVRA Labs in 1995. Rama Rao published more than 260 research papers on total synthesis of a wide variety of complex biologically active compounds such as antibiotics, antitumor agents, immunosuppressants, macrolides, cyclic peptides including vancomycin etc. He guided 109 PhD students and developed technologies for a variety of life saving drugs that have been commercialized by Pharma industry. In 1991 the President of India conferred upon him the "PADMASHREE". **Dr. Rama Rao** is the first Indian to receive the Technology award from Third World Academy of Sciences. He also received several National and International awards and honors and is fellow of all the National Academies. Served several international bodies, committees such as UNDP, World Health Organization, UNEP (Ozone cell), World Bank and rendered public service to Government of India as Chairman and member of various policy making bodies.

INDIAN INSTITUTE OF CHEMICAL ENGINEERS HYDERABAD REGIONAL CENTRE



HYDERABAD



Cordially invite you to the

FIRST ENDOWMENT MEMORIAL LECTURE OF
LATE **SRI M. P. CHARY**

(INSTITUTED BY **MR. M. ANANTHA CHARY**, CHAIRMAN
CHARY'S GROUP IN MEMORY OF HIS FATHER)

on Saturday, February 16, 2008 at 6.00 PM

at

Hotel Taj Tristar, Secunderabad

by

Dr. A. V. RAMA RAO, FNA, FTWAS
Chairman & Managing Director,
AVRA Laboratories, Hyderabad
(Former Director, IICT, Hyderabad)

on

INDIAN DRUG INDUSTRY: FROM 1960 TO PRESENT

Dr. J. S. YADAV, FNA, FTWAS
Director,

Indian Institute of Chemical Technology, Hyderabad
&

Dr. S. GANESHAN

President, Indian Institute of Chemical Engineers

will be GUESTS of HONOUR

PROFILE OF LATE SRI M. P. CHARY



Sri M. P. Chary was a multifaceted personality. He can be described as a pioneer, innovator, bold, humble, visionary and industrialist. But the most enduring of all, was his humility and ethical values. His numerous talents and genius was firmly grounded in abundant "common sense". His ability to find uncanny and simple solutions to complex issues and problems, was his greatest strength.

Coming from a small town rural background, **Mr. Chary**, embarked into the exciting world of pharmaceuticals after completing his B.Sc., starting with IDPL in Hyderabad. His pioneering and entrepreneur spirit motivated him to venture into manufacturing low cost detergents, but could not sustain, the lack of sales and marketing expertise. The set back taught him invaluable lessons in entrepreneurship. His resolve to make it big on his own, was reinforced.

He went back to the pharmaceutical industry as part of the, extraordinary team of technopreneurs, which included Dr. K. Anji Reddy in Uniloids. India's first, private sector, bulk drugs manufacturing enterprise. The foundations of the bulk drug capital, which now, Hyderabad

is, rests on the foundations laid for Uniloids. The rest as the saying goes, is history. **Mr. Chary's** outstanding contribution during his stint in Uniloids and later in Standard Organics, in setting up the largest sulphamethoxazole manufacturing facility in the world has no parallel. Mr. Chary's technical genius and general management capabilities were tested and flourished, during this phase.

A new beginning was made in 1984, when **Dr. K. Anji Reddy**, along with **Mr. Chary**, as the founding Managing Director, established Dr. Reddy's Laboratories Limited in Hyderabad. This extraordinary combination of a visionary and enterprise builder, between Dr. Reddy and Mr. Chary as the CEO, went on to create the most admired pharmaceutical company in India. DRL became synonymous with, pioneering spirit, innovation and outstanding execution. Today, the world acknowledges DRL's contribution to the Indian pharmaceutical industry, while the company is emerging to make its presence felt on the global arena. During this phase (1984 to 1996) **Mr. Chary** emerged as a true business leader and an industrialist.

Mr. M. P. Chary parted from DRL in 1996 while he was the Vice-Chairman of the company, to set up his own enterprise. The beginning of Chary's Group. He took on the challenge of building new enterprise, while keeping away from pharmaceuticals. As an entrepreneur industrialist, he established "**Chary's Group**" consisting of Elbit Medical Diagnostics Limited, Magene Life Sciences Private Limited, Globarena Technologies Private Limited.

As Founder and Chairman of the listed companies, Late **Sri M. P. Chary** excelled as an entrepreneur and visionary. He was totally involved in guiding, directing and building new companies, till his sudden demise in September 2005. He has left behind a great legacy and inspiration. As a business leader **Mr. Chary** has not only set up pioneering knowledge driven industries but has left behind a team of outstanding professionals who are capable and committed to realize his dreams.