



## PHARMACEUTICALS EXPORT PROMOTION COUNCIL

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### Domestic market turning vital for Dr Reddy's

*India among top 4 markets for company*

G. Naga Sridhar

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Mr K. Satish Reddy, Managing Director, Dr Reddy's Laboratories (file photo).

The domestic market is increasingly becoming vital in the revenue growth for pharma major Dr Reddy's Laboratories Ltd.

Even at a time when the Hyderabad-based company is faced with challenging situation in North America and Germany, the domestic revenue growth is bailing it out.

Last financial year, the Indian revenues for the Rs 7, 027-crore company surged 20 per cent crossing Rs 1,000-crore mark.

“Going forward, we expect this growth to strengthen further. There are many key growth drivers for this,” Mr K. Satish Reddy, Managing Director, Dr Reddy's Laboratories Ltd, told Business Line.

A strong focus on Indian market is vital for the company as it is among the top four markets globally in terms of revenue.

The growth is driven by sound sales of brands such as Nise, Omez, Stamlo, Omez D, Razo D and Reditux. Focus on rural regions

Further, the company is increasing its focus on rural regions through expansion of field force.

In 2009-10, about one-third of 2,500 people hired by the company were in sales staff.

The advantage of these efforts was already visible as Dr Reddy's secondary prescription sales were growing at 23 per cent as against the industry average of 18 per cent.

“We have pretty attractive launches lined up for FY11. There will also be increase in portfolio offerings and new products,” Mr Reddy said.

A record launch of 62 new products had contributed nearly five per cent of sales for the company last fiscal. Dr Reddy's is planning to continue its momentum in new launches through a combination of both in-house and in-licensed products.

The third bio similar product from the company, darbepoetin, is lined up for launch in the current quarter. Its second biosimilar product Reditux (a mono-clonal antibody used in the treatment of Non-Hodgkin's Lymphoma) is now contributing ‘good’ revenue.

The company is also hopeful on new segments such as aesthetics, transdermal patch and injectable cephalosporin segments into which it had entered in 2009.