

New Visions

Old and New, reaching for the sun

India is set to emerge as a global knowledge hub for the pharma sector. But it's very important not to forget our traditions.

– Dr Anji Reddy, Chairman, Dr. Reddy's Laboratories.

Over the next decade, I see Dr. Reddy's becoming a discovery-led, innovative, global pharmaceutical company, having a significant positive impact on people's lives. Our core purpose of helping people lead healthier lives will drive all our actions and investments. Dr. Reddy's will become one of the world's most innovative pharmaceutical companies, constantly searching for solutions for people's unmet needs and significantly improving their quality of life. While on our journey, we will continue to remain rooted in our values of quality, innovation and continuous learning, truth and integrity, respect for the individual, and social harmony.

In five years, we will have completely transformed ourselves from a pre-dominantly bulk active, generics and branded generics business to a company powered by drug discovery and innovation. We will have transitioned successfully into a specialty pharmaceutical company listed amongst the world's top 50 pharmaceutical companies, and would have created a formidable pipeline of innovative drugs. We will have achieved a dominant presence in at least one major disease area. And at least one of the drugs discovered by our company would be globally launched and would have made an impact in the area of diabetes.

Driven by our core purpose, we will grow from \$300 million today to a mid-sized pharma company of around \$1 billion. This we will achieve through our relentless focus on innovation, entrepreneurship, globalisation and propelled by the extraordinary talent of our people. We will be well on our way to making a global impact on an unmet medical need of our times. Our organisation will be one of the world's best places to work in. We will become a preferred destination for the best scientific and managerial talent. Our workplace will be filled with excitement, energy and fun.

An employee of Dr. Reddy's, in whatever community we work, will play a meaningful role in society. Our work with the underprivileged in the areas of education, health and poverty alleviation will scale up, become a major movement and achieve self-sustainability. The name 'Dr. Reddy's' will resonate as a major force for good in the society.

While we transform ourselves to achieve business success, help people lead healthier lives and become a force for good in the society, we will continue to maximise shareholder value and make it an extremely rewarding experience to be an investor in Dr. Reddy's.

As a sector, pharmaceuticals in India are expected to emerge as a globally competitive business. Indeed, India will emerge as a knowledge hub for pharmaceuticals. The advances in bio-informatics, genomics, proteomics and other areas of new biology will create discontinuities in the pharma business that will throw up unique opportunities to re-shape the pharmaceutical frontiers. I see the Indian pharmaceutical sector playing an important role in shaping the evolution of this new space. At least a handful of Indian companies will become leaders in this new biology space. And a large number of entrepreneurial start-ups will emerge that could become the Infosyses of tomorrow's world.

A handful of Indian companies will start churning out new drug discoveries for the world. Over the next five years, at least three major drugs with significant therapeutic advances will emerge every year from the discovery pipelines of Indian companies. And a few Indian companies will become leaders in the global generics markets

Even as the pharmaceutical industry becomes a force to reckon with, I see India becoming a developed country and an economic power. A new India will emerge, breaking the shackles of unaccountable bureaucracy, poor political leadership and declining moral standards. Knowledge will be the key driver of competitiveness in this new era. And India will excel. Knowledge-based industries such as information technology, e-enabled services, pharmaceuticals and biotechnology will propel India to prosperity.

While the economy will increasingly be fuelled by the services sector, we will migrate up the value chain and become leaders in high-end knowledge businesses, creating products and services based on our intellectual property. This new era will also integrate rural India with the rest of the country, ensuring that all sections have equal opportunity.

I see the environment and opportunities for professionals in India becoming as attractive as they are in the US today. This will start a reverse brain-drain, which, I hope, will gradually turn into a flood. And our large, talented population—our greatest asset—will drive India to economic success.

Integrated with traditional values, and sans the constraints of poor leadership, I see this knowledge society fuelling India to the position of a major economic and moral power. For our traditional values are the bedrock of our society and must be the foundation of future successes. Technology has benefited us in many ways but we have not forgotten or cast aside the wisdom of our ancient values. Even as we move forward, I would like to see our heritage rediscovered. I hope that in the next five years there will be growing harmony between our past and our present. And that together they will help us reach for the sun.

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