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Dr Reddy's plans to develop new products, unmet medical needs

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INDIAN generics company Dr Reddy's would this year too look at identifying unmet medical needs and developing products that are not yet available in the market. This would mean finding new combinations or new dosage forms to existing molecules that will improve patient convenience and efficacy, their chief executive officer and co-chairman GV Prasad said at the AGM.

"We currently have a healthy pipeline of products under development, and expect to begin filing by the end of this year," he said adding that Dr Reddy's is among the few companies who have the deep capability to bring difficult-to-make products to the market with R&D centers in US, UK, the Netherlands, Hyderabad and Bangalore.

"We have invested in R&D, manufacturing, and marketing – all designed to come together and improve access to affordable and innovative medicines. It is now time for us to leverage on these capabilities, and take



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more products to more patients in more countries around the world," Prasad said at the 30th AGM held on Thursday.

For Satish Reddy said "This year, the global spending on medicines will near \$1 trillion and is expected to reach \$1.2 trillion by 2017. Overall, generics' spending is expected to increase from 27 to 36 per cent in 2017. Key drivers behind this growth are the increas-

ing access to medicine in the emerging markets and rise of biologics and specialty medicines," he said at in his maiden speech as the chairman.

The product development for the company will be targeted towards not just clear unmet medical needs but also include products that make a difference and improve disease management. "These difficult to develop and make products

aim to bring affordability of medicines to people not only in the US and Europe but also in all of our emerging markets as well. This identity of innovation and mindset to develop great products is what will separate your company from the competition," Reddy said.

Talking about how the company had been making expensive medicines more affordable, the CEO said, "In the US, with the development and launch of Azacitidine injection, around 6,000 patients suffering from certain types of disorders in the bone marrow now have access to an affordable therapy. This has also helped the US healthcare system save a total of \$170 million till date."

Meanwhile, in their attempt to help patients manage their disease better, the company introduced in the US what it calls the Promius Promise programme for severe cystic acne patients that offers a dedicated pharmacy, patient education, and financial support.

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