

Dr. Reddy's enters trade generics business in India

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Launches dedicated trade generics division within its India business called 'RGenX'



Hyderabad-based pharmaceutical firm Dr. Reddy's Laboratories has announced its entry into the trade generics business in India with the launch of its new dedicated division 'RGenX'.

Through this, Dr. Reddy's aims to provide patients with access to a wider range of products and increased affordability. The new business will further the company's goal of reaching over 1.5 billion patients by 2030.

Dr. Reddy's aims to roll out its trade generics across cities and towns in India, including rural areas. The company will work closely with its channel partners to ensure availability of its products.

M.V. Ramana, Chief Executive Officer, India and Emerging Markets, said: "We are exploring strategic collaborations in India, and investing in innovative healthcare spaces that we see as future growth drivers. This foray into trade generics will add to our reach and depth by making high-quality medicines of Dr. Reddy's accessible to more patients around the country in keeping with our purpose of 'Good Health Can't Wait'."