

Anji Reddy wished to build Dr Reddy's to last for 500 yrs

DC CORRESPONDENT
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Dr Reddy's Laboratories founder late Anji Reddy wanted to build his company as an entity that would last at least for 500 years, said G.V. Prasad, DRL CEO and his son-in-law.

"After meeting a representative of global pharma giant Merck, which was 400 years old company, Dr Reddy

said we should build a company that survives for at least 500 years," recalled Mr Prasad, after Dr Anji Reddy's memoir *An Unfinished Agenda* was launched by Sun Pharma chairman Dilip S. Shanghvi here on Friday.

Dr Reddy's son and DRL chairman Satish Reddy said his father had passion for drug discovery, which the founder felt is still an

unfinished agenda.

Speaking after the launch, Mr Shanghvi said that like Ekalavya he had learnt from all those who were successful, including Dr Anji Reddy.

In his memoir, Dr Anji Reddy recalled how his competitors like Cipla and Ranbaxy tried to defame his norfloxacin drug calling it substandard when he halved its price.

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