

## Dr. Reddy's unveils new corporate brand identity

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Dr. Reddy's Laboratories today announced the launch of its new visual identity and brand, that will guide its actions across the globe: Good Health Can't Wait.

The company has also chosen a new corporate colour - Purple, which is associated with creativity and wisdom.

According to the company release, the objective of the rebranding exercise is to derive a unifying, patient-centric approach, to meet new and daunting challenges that patients are facing. With the healthcare scenario changing rapidly, it is important to be driven by a common goal that adds value to every touch-point for patients and partners alike.

The re-branding will be executed in two stages. In the first phase, the corporate brand has transitioned to the new identity. Phase two will see the new identity transitioning on to the company's product packaging. The existing logo and brand identity will remain in place and valid until changes that are pertinent to legal processes, documentation and other regulatory or statutory changes are complete.

Commenting on the launch, Satish Reddy, Chairman - Dr. Reddy's Laboratories said, "Over 31 years, Dr. Reddy's has grown from a manufacturer of APIs into a multinational pharmaceutical brand of repute, with operations in over 25 countries. Throughout this journey, we have remained true to our core values, even as we continually transform to keep pace with the changing needs of our patients and partners. Our belief 'Good Health Can't Wait' lends new meaning to our core purpose of accelerating access to affordable and innovative medicines."