

## DR REDDY'S LAUNCHES NEW CORPORATE BRAND IDENTITY

AGE CORRESPONDENT  
HYDERABAD, JULY 1

Dr Reddy's Laboratories on Wednesday announced the launch of its new visual identity and brand, as part of its image makeover process, named 'Good Health Can't Wait'.

The re-branding, according to DRL, will be executed in two stages. In the first phase, the corporate brand has

transitioned to the new identity. The second phase will see the new identity transitioning on to 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, Dr Reddy's added.

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