

Of fame and name

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When your name has a wide recall, you tend to feel happy. But for Dr Anji Reddy, Founder-Chairman of pharma major Dr Reddy's Laboratories Ltd, popularity had different connotations. "When I told somebody sometime back that I am Anji Reddy, he said: 'Oh! You are Anji Reddy, and I was beginning to feel happy that I was well known,'" Dr Reddy recalled while accepting the Genome Valley Excellence award at the recent BioAsia 2011 event. But Dr Reddy's happiness was short-lived as he was dubbed a 'copycat' at the same meeting, as his company was involved in making generic drugs. However, this jibe was also a motivating factor for Dr Reddy to take up innovation. "Innovation will continue and soon a drug will be



developed from India," he declared. Dr Reddy's Laboratories is currently working on balaglitazone, an anti-diabetic molecule and scouting for partners to commence Phase III trials.

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