

Strategic Gains

- Upmarket car brand
- Access to new technologies
- Premium customer profile
- The best British car brand

Dr Reddy's Laboratory Acquires Betapharm Arzneimittel

Dr. Reddy – A Broad Profile



- ➔ Established in 1984
- ➔ Global pharma company
- ➔ Operates in more over
- ➔ 100 countries

Betapharm - A Broad Profile



- Established in 1993
- Fourth-largest generics company in Germany
- Assortment of 145 active ingredients

Strategic Intent Via Mission Statement

“Providing Affordable and innovative medicines for healthier lives”

Strategic Goals

1. Global Product Development
2. Market Entry Strategy
3. Decome a US \$ 1 billion company by 2008
4. Leverage to expand in European market

The Acquisition

- Acquisition - February 15, 2006
- Value - US\$570 million (€480 million)
- The ‘Beta institute for socio-medical research’
- Deal’s success – Preceived synergies