

Dr Reddy's launches BioGaia Protectis drops in India

BioGaia has entered into a partnership with Dr. Reddy's Laboratories for the marketing and distribution of BioGaia Protectis drops in the Indian market. Dr. Reddy's has started the launch during the first quarter of 2018 and the product will be marketed under a combination of BioGaia's and Dr Reddy's brands.

With BioGaia Protectis drops Dr. Reddy's will focus on medical marketing, mainly targeting pediatricians and other healthcare professionals. The aim is to address the unmet medical need in managing infantile colic by providing BioGaia Protectis drops.

"We are pleased to collaborate with BioGaia which we believe will strengthen our pediatric portfolio by bringing good health to millions in the country", says M.V. Ramana, Executive Vice President and Head of Emerging Markets and India Business, Dr. Reddy's Laboratories.

"With a well-established and highly professional partner like Dr. Reddy's, and considering the size of the Indian market, I hope for a good launch of our drops in India", says Axel Sjöblad, Managing Director BioGaia.

The probiotic market in India has annual sales of around EUR 25 million, with growth of approximately 20 percent. Pediatricians are the largest contributor of probiotic prescriptions and pediatric treatment of diarrhea account for 80 percent of these prescriptions.

About Dr. Reddy's

Dr. Reddy's Laboratories Ltd. is a pharmaceutical company committed to providing affordable and innovative medicines for healthier lives. Through its three businesses – Pharmaceutical Services & Active Ingredients, Global Generics and Proprietary Products – Dr. Reddy's offers a portfolio of products and services including APIs, custom pharmaceutical services, generics, biosimilars and differentiated formulations. Major therapeutic areas of focus are gastroenterology, cardiology, diabetology, oncology, pain management and dermatology. Dr. Reddy's operates in markets across the globe, including major markets such as USA, India, Russia and CIS countries, and Europe.

www.drreddys.com

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BioGaia is an innovative Swedish healthcare company that develops, markets and sells probiotic products with documented health benefits. The products are sold through local distribution partners in around 90 countries worldwide. The class B share of the Parent Company BioGaia AB is quoted on the Mid Cap segment of Nasdaq Stockholm. biogaia.com

