

Ref : APS/MSCDA/298/2022

June 10, 2022

**ALL THE OFFICE BEARERS / ZONAL OFFICE BEARERS &
DISTRICT PRESIDENTS/SECRETARIES
OF THE M.S.C.D.A.**

**Subject : Dr. Reddy's Laboratories Ltd letters regarding exclusive sales & Distribution of
Novartis Brands, and Acquisition of CIDMUS Brands Reg....**


Dear sir,

Please find attached letter received from AIOCD vide ref no. APS/AIOCD/216/2022 dated May 30, 2022 along with correspondence of Dr. Reddy's Laboratories Ltd. The same is self – explanatory.

You are requested to circulate the same to your district members for their information, knowledge and record.

Thanking you.

Yours faithfully
For The **MSCDA**


(Anil Navandar)
Hon Gen. Secretary

Encl : a/a



THE ALL INDIA ORGANISATION OF CHEMISTS & DRUGGISTS®

201, Safalya Bldg., 2nd Floor, Opp. Jalgopal Industrial Estate, Baburao Parulekar Marg, Dadar (W), Mumbai - 400 028.
Tel.: 2430 6889 / 2430 6874 • Fax : 2430 6973 • Email : alocd@alocd.com

President :

J. S. SHINDE

Email : alocd@alocd.com

Jagannath.shinde@alocd.com

Hon. Gen.-Secretary :

RAJIV SINGHAL

M/s. Shree Radhey Trade Logistics,
Prabhu Kripa, 120, S. R. Compound,
Lasudla, Indore - 452 010, M.P.

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Email : gsrajiv.singhal@alocd.com

May 30, 2022

Ref : APS/AIOCD/216/2022

To,

ALL OFFICE BEARERS / PRESIDENTS / SECRETARIES AND
EXECUTIVE COMMITTEE MEMBERS OF AIOCD

**Sub : DRL Letters regarding Exclusive Sales & Distribution of Novartis Brands, and Acquisition of
CIDMUS Brands reg...**

Dear All,

Please find enclosed with this letters received from Dr. Reddy's Lab Ltd. Address to Channel Partners regarding

- Exclusive Sales and Distribution Agreement for Novartis Brands dated 4th March 2022.
- Acquisition of CIDMUS brands of Novartis AG dated 18th April 2022.

Both the letters and price lists of products are self-explanatory and company has clarified trade related points post acquisition of brands.

You are requested to inform all your members.

Thanking you

For The All India Organisation of Chemists & Druggists

(J.S. Shinde)
President

(Rajiv Singhal)
Hon Gen Secretary

Encl : a/a



Dr. Reddy's Laboratories Ltd.,
Global Distribution Centre,
Survey No: 41, Bachupally Village,
Bachupally Mandal,
Medchal Malkajgiri District,
Hyderabad - 500 090,
Telangana, India

Tel : 91 40 4464 5500 / 5528 / 5543
Fax : 91 40 4464 5555

To,

Date: 4th March' 2022

The Stockists

Sub: Sales and distribution of brands of Novartis India by DRL (under exclusive sales and distribution agreement)

Dear Sir / Madam,

Dr. Reddy's Laboratories Ltd. is pleased to inform about the successful completion of the agreement for exclusive sales and distribution of select brands of Novartis India. Following are the brands which are part of the agreement:

Voveran, Calcium Sandoz, Methergin, Macalvit, Citromacalvit, Voltaflam

We are in the process of integrating the above brands with existing divisions of Dr. Reddy's. We are taking all necessary steps to ensure product availability and business continuity of these brands. Please note the following in this regard for products sold by DRL:

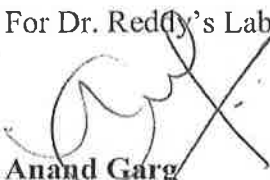
- **Product availability:** These brands will be available at DRL CFAs from 10th March' 22 onwards.
- **Trade margin:** Pricing structure for these brands will be same as existing structure of Novartis India
- **Payment policy:** credit terms will remain same as existing DRL terms.
- **Stockist claim settlement** against returns and all other terms and conditions will remain same as DRL terms.

We also intend to on-board new stockists for the above brands based on distribution requirement to ensure availability of medicines across India.

We thank you once again and look forward for your continued support to maintain adequate inventory of our medicines and for making our products available to patients across the country.

Yours sincerely,

For Dr. Reddy's Laboratories Limited


Anand Garg
VP & Head- India SCM

Registered Office : 8-2-337, Road No. 3, Banjara Hills, Hyderabad - 500 034, Telangana, India.

Tel : +91 40 4900 2900, Fax : +91 40 4900 2999 Email : mail@drreddys.com

CIN : L85195TG1984PLC004507

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Dr. Reddy's Laboratories Ltd.,
Global Distribution Centre,
Survey No: 41, Bachupally Village,
Bachupally Mandal,
Medchal Malkajgiri District,
Hyderabad - 500 090,
Telangana, India

Tel : 91 40 4464 5500 / 5528 / 5543
Fax : 91 40 4464 5555

To,
The Stockists

Date: 18th April' 2022

Sub: Acquisition of CIDMUS brand by DRL

Dear Channel Partner,

Dr. Reddy's Laboratories Ltd. is pleased to inform about the successful completion of the acquisition of the "CIDMUS" brand of Novartis AG, pursuant to which Dr Reddy's shall have the *sole and exclusive* marketing, promotion and distribution rights to the combination product comprising of Valsartan and Sacubitril sold under "CIDMUS" brand in India. On and from 1 April 2022, Dr Reddy's as the legal owner of the CIDMUS brand, shall have the *exclusive rights to deal with the products under the CIDMUS brand in India.*

We are taking necessary steps for product availability and business continuity of these brands. Please note the following in this regard for products sold by DRL:

- **Product availability:** These brands will be available at DRL CFAs from 18th Apr' 22
- **Trade margin:** Pricing structure for these brands will be same as existing structure before 1 April 2022
- **Payment policy:** credit terms will remain same as existing DRL terms.
- **Stockist claim settlement** against returns for products sold by Dr Reddy's and all other terms and conditions will remain same as DRL terms.

We thank you once again and look forward for your continued support to maintain adequate inventory of our medicines and for making our products available to patients across the country.

Yours sincerely,

For **Dr. Reddy's Laboratories Limited**

DocuSigned by:

AF0937669B54443...
Anand Garg

Vice President, Head India Supply chain

Final

DRL

	PRODUCT NAME	P.T.S	P.T.R	M.R.P	GST		M.R.P	PTR MARGIN	PTS MARGIN
1	VOVERAN D 10 TABS	13.73	15.25	19.06	12%	2.29	21.35	20.00	10.00
2	METHERGIN TABLET	57.03	63.37	79.21	12%	9.51	88.72	20.00	10.00
3	METHERGIN 1ML INJ	10.27	11.41	14.27	12%	1.71	15.98	20.00	10.00
4	MACALVIT FORTE 500MG/500 IUD	108.00	120.00	150.00	12%	18.00	168.00	20.00	10.00
5	CIDMUS 50MG TAB	704.89	783.21	979.02	12%	117.48	1096.50	20.00	10.00
6	CIDMUS 100MG TAB	754.71	838.57	1048.21	12%	125.79	1174.00	20.00	10.00
7	CIDMUS 200MG TAB	435.21	483.57	604.46	12%	72.54	677.00	20.00	10.00
8	VOVERAN 50 GE TABLET 15'S	70.04	77.82	97.28	12%	11.67	108.95	20.00	10.00
9	VOVERAN SR 75MG TABLET 10'S	64.00	71.11	88.88	12%	10.67	99.55	20.00	10.00
10	VOVERAN PLUS TABLETS 10'S	38.22	42.47	53.09	12%	6.37	59.46	20.00	10.00
11	VOVERAN SR 100MG TABLET 15'S	115.05	127.84	159.79	12%	19.18	178.97	20.00	10.00
12	VOVERAN EMULGEL 30G TUBE 1'S	88.07	97.86	122.32	12%	14.68	137.00	20.00	10.00
13	VOVERAN EMULGEL 50G TUBE 1'S	141.41	157.12	196.40	12%	23.57	219.97	20.00	10.00
14	VOVERAN EMULGEL 21 G TUBE 1'S	69.40	77.11	96.39	12%	11.57	107.96	20.00	10.00
15	VOVERAN TPM GEL 30G 1'S	100.28	111.42	139.28	12%	16.71	155.99	20.00	10.00
16	VOVERAN MAXXGEL 30G TUBE 1'S	95.12	105.69	132.11	12%	15.85	147.96	20.00	10.00
17	VOVERAN 1ML AQ INJ 1'S	18.93	21.04	26.29	12%	3.16	29.45	20.00	10.00
18	VOLTAFLAM TH 4 CAPSULE 10'S	95.77	106.41	133.01	12%	15.96	148.97	20.00	10.00
19	CALCIUM SANDOZ 10% 10ML INJ 1'S	55.61	61.79	77.24	12%	9.27	86.51	20.00	10.00
20	CITROMACALVIT TABLETS 10'S	141.43	157.14	196.43	12%	23.57	220.00	20.00	10.00
21	MACALVIT SYRUP 180ML BOTTLE 1'S	118.58	131.76	164.70	12%	19.76	184.46	20.00	10.00