

Case Study: Pharma - Dr. Reddy's Laboratories Ltd. Hyderabad

Customer Profile

Headquartered in India, Dr. Reddy's Laboratories Ltd. is a global company represented in more than 100 countries. They have subsidiaries in the U.S., United Kingdom, Russia, Germany and Brazil; as well as joint ventures in China, South Africa and Australia; representative offices in 16 countries; and third-party distribution set ups in 21 countries. Dr. Reddy's is the first pharmaceutical company in Asia outside Japan to be listed on the NYSE.

Customer Challenge

Dr. Reddy's needed to have a reliable supply chain solution through Switzerland in order to expand business from the production site in Spain to Romania. Due to organizational and legislation reasons, a Switzerland branch had to be set up before starting the business. This branch had to be certified by Swissmedic, the Swiss authority for supervision and authorization of therapeutic products.

Agility Solution

The Agility solution for Dr. Reddy's included utilizing our experts and their collective experience. Our extensive knowledge in the Pharma industry combined with our network of freight forwarding products, specialty businesses, and logistics expertise, created a solution that answered the specific requirements of Dr. Reddy's Team. Agility also provided visibility throughout the Supply Chain, assistance in passing the Swissmedic certification, efficient standard processes and procedures and Road Freight services.

To satisfy Dr. Reddy's requirements, Agility developed a tailor made SOP and established a communication link to Dr. Reddy's UK offices. Our specialists also provided consultancy services and followed through until Swissmedic certification was achieved.

A team of dedicated Agility people manage and oversee the supply of products from point of order in Spain via Switzerland and on to Romania within our Road Freight Network.

Agility's specific expertise in the Pharma Industry enables delivery of supply chain solutions that produce results.



A Word From Dr. Reddy's

"Agility stands for excellent customer service, customized solutions and quick response time"

Kiran Chandranna
Manager Finance and Business Development
Dr Reddy's Laboratories SA, Neuchatel,



Team Of Experts

When you have a dedicated team of Pharma experts studying your business, listening to your concerns and understanding your challenges, you have Agility's brand of Personal Service. Partnering with our customers is the driving force behind our mutual success and provides the ultimate satisfaction for our more than 37,000 employees in over 120 countries around the world.

As a top global service provider, we do business in the most straightforward scenarios, in the world's most challenging environments. Agility is a company on the move, yet we never lose sight of the fact that whether you are a small or large enterprise, the heart of our business is personal customer service.

Special Services For Dr. Reddy's

- Road Freight Supply Chain Set-up Spain/Romania via Switzerland
- Consultancy Services as Related to Swissmedic Certification
- Establishing a Tailor Made Standard Operating Procedure Prior Certification
- Dedicated Account Management and Operations Management
- Establishment of Communication Channels with the United Kingdom Office

Contact Your Pharma Expert For Personal Service

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