



# RANBAXY

## **Ranbaxy and Daiichi Sankyo step up Community initiatives**

**Will provide Mother & Child - Free Mobile Rural Healthcare Services for District Dewas (MP)**

**Flag-off by Mr. Mukesh Chand Gupta, District Collector, Dewas**

**Gurgaon, India and Tokyo, Japan, November 11, 2011:** Ranbaxy Laboratories Limited (Ranbaxy) and Daiichi Sankyo Company, Limited (Daiichi Sankyo) today announced their joint community initiatives in India with the Flag-off of two free Mobile Rural Healthcare Service Vans for District Dewas in Madhya Pradesh. This is the first CSR programme being undertaken jointly by the two companies as part of their commitment towards global social contribution activities.

The Mobile Healthcare Vans were Flagged-off by Mr. Mukesh Chand Gupta, District Collector, Dewas, in the presence of Guests of Honour, Mr. Anil Sharma, Superintendent of Police, Dewas, Dr. Amar Singh Vishnar, Chief Medical & Health Officer, Dewas, Mr. Akira Toyama, Consul, Consulate General of Japan, Mumbai and other distinguished guests.

This initiative will be implemented through the “Ranbaxy Community Health Care Society,” (RCHS), a non-profit organization established by Ranbaxy. RCHS is already running mobile healthcare services in District Dewas. The two new mobile healthcare service vans extend the reach and further reinforce and strengthen the medical services being provided in the region.

**Commenting on the occasion, Mr. Mukesh Chand Gupta, District Collector, Dewas said,** “I would like to commend and congratulate Ranbaxy and Daiichi Sankyo for taking the initiative to supplement the efforts of the Government in providing better healthcare support, particularly to our rural population and the less advantaged. Mothers and Children are the building blocks of society and there is a crying need to ensure that the healthcare needs of this vulnerable group are adequately met. This initiative is all the more laudable as the mobile clinics will help to extend first line medical assistance, virtually till their very doorstep. I would like to extend all possible support to this project and wish Ranbaxy and Daiichi Sankyo success in their endeavours.”



**Speaking at the flag-off ceremony, Dr. Tsutomu Une, Chairman, Ranbaxy and Member of the Board, Daiichi Sankyo, said,** “Ranbaxy and Daiichi Sankyo are committed globally to the goal of delivering trusted medicines for healthier lives. India is an important zone for Daiichi Sankyo and we are very pleased to dedicate our first joint CSR initiative in the country, to district Dewas, in Madhya Pradesh. Our focus will be on reducing child mortality and improving maternal health, objectives, which are clearly aligned with the UN Millennium Development Goals. We hope that from modest beginnings, the programme will gather momentum and make a significant social contribution to the areas it serves.”

**Explaining the rationale for the project, Mr. Arun Sawhney, CEO & Managing Director, Ranbaxy, said,** “Dewas has been an important manufacturing center for Ranbaxy for almost three decades. We remain strongly committed to the region and would like to give back to the society we operate in. Ranbaxy, through RCHS, have been providing medical services to the needy in Dewas.” He added, “The two new vans, will augment our efforts in the district and focus on bringing down infant mortality rates and improving maternal healthcare, which are priority concerns for the region. We hope our humble contributions will go a long way in supporting the special efforts made by the government of Madhya Pradesh.”

#### **Overview of the Free Mobile Rural Healthcare Services project in District Dewas:**

1. Mission	To contribute towards the achievement of Millennium Development Goals (MDGs) in the low performing regions of India with a focus on reducing child mortality, improving maternal health and combating HIV/AIDS, malaria and other diseases through a joint initiative between Ranbaxy & Daiichi Sankyo.
2. Activities	Deliver need based medical and primary healthcare services in the identified rural areas of District Dewas by using well equipped mobile healthcare vans managed by teams of qualified male doctors, lady doctors and paramedics to support the efforts of the State Government for achieving maternal and child health related MDGs.
3. Services provided	A blend of curative (diagnosis and treatment of common ailments), preventive and health promotive services covering areas of maternal neonatal child health, family planning, reproductive health, adolescent health, prevention and control of malaria, tuberculosis, HIV/AIDs, female foeticide and other communicable & chronic non communicable diseases prevalent in the area. All the services will be amply supported by essential laboratories tests.
4. Period of time	Five years (2011 – 2016)
5. Implementation	The two healthcare vans – one dedicated for Vijay GanjMandi & another for SunwaniaGopalPHC areas of Dewas block, will cater the rural areas to offer comprehensive healthcare services under the aegis of RCHS.



## Coverage Areas

<b>State</b>	Madhya Pradesh
<b>District</b>	Dewas
<b>Block</b>	Dewas (also called as Barotha Block)
<b>Primary Health Centre (PHC) Areas</b>	Vijay GanjMandi, SunwaniaGopal
<b>Population</b>	1 lac approx.
<b>Villages</b>	100

In 1979, Ranbaxy started community healthcare activities to provide medical services to rural areas, in and around its plants, under the banner of Ranbaxy Rural Development Trust. This was later rechristened the Ranbaxy Community Healthcare Society (RCHS) in 1994. As part of its commitment to the underserved, RCHS currently operates 16 mobile clinics in remote rural areas in India. The programme presently covers a total population of over 550,000 and provides a range of medical services.

## About Daiichi Sankyo

The Daiichi Sankyo Group is dedicated to the creation and supply of innovative pharmaceutical products to address the diversified, unmet medical needs of patients in both mature and emerging markets. While maintaining its portfolio of marketed pharmaceuticals for hypertension, hyperlipidemia, and bacterial infections, the Group is engaged in the development of treatments for thrombotic disorders and focused on the discovery of novel oncology and cardiovascular-metabolic therapies. Furthermore, the Daiichi Sankyo Group has created a "Hybrid Business Model," which will respond to market and customer diversity and optimize growth opportunities across the value chain. For more information, please visit [www.daiichisankyo.com](http://www.daiichisankyo.com).

## About Ranbaxy Laboratories Limited

Ranbaxy Laboratories Limited, India's largest pharmaceutical company, is an integrated, research based, international pharmaceutical company producing a wide range of quality, affordable generic medicines, trusted by healthcare professionals and patients across geographies. Ranbaxy's continued focus on R&D has resulted in several approvals in developed markets and significant progress in New Drug Discovery Research. The Company's foray into Novel Drug Delivery Systems has led to proprietary "platform technologies," resulting in a number of products under development. The Company is serving its customers in over 125 countries and has an expanding international portfolio of affiliates, joint ventures and alliances, ground operations in 46 countries and manufacturing operations in 7 countries. Ranbaxy is a member of the Daiichi Sankyo Group. Daiichi Sankyo is a leading global pharma innovator, headquartered in Tokyo, Japan. For more information, please visit [www.ranbaxy.com](http://www.ranbaxy.com).



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