

**Press Release**

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**Promius Pharma Named *PM360* Trailblazer 2017 Company of the Year for Specialty Pharma/Biotech Finalist and Marketing Team of the Year Finalist**

Princeton, NJ, USA. September 12, 2017 – *PM360*, a publication for marketing decision-makers in the pharmaceutical, biotech, and medical device industries, recently named Promius Pharma LLC as a finalist for the Trailblazer Company of the Year Specialty Pharma/Biotech award and as a finalist for the Trailblazer Marketing Team of the Year award.

“We are delighted that *PM360* is recognizing the exceptional work of our neurology marketing team, and Promius Pharma as a company of the year finalist,” said Anil Namboodiripad, PhD, Senior Vice President, Proprietary Products and President, Promius Pharma. “These nominations acknowledge the tremendous impact of our teams in our mission to be a driving force to foster better health for all people.”

The Promius neurology marketing team is led by Director of Marketing Harshal Deshpande, Associate Director of Marketing Jennifer Collins, Product Manager Pulkit Gulgani, Head of Neurology Commercialization Swami Nathan, and Head of Professional Relations Michele Booth.

Since 2009, the *PM360* Trailblazer awards have recognized outstanding achievement and innovation in healthcare marketing. Each year, nominations are judged by the *PM360* Editorial Advisory Board, a distinguished cross-section of industry experts. Winners are selected for their ability to stand out in the complex, ever-changing healthcare environment. In particular, judges selected winning entrants for innovation, leadership, ability to communicate, and analytical and organizational skills.

“The reason we insist on calling these winners champions is they represent the life blood of our industry,” says Anna Stashower, CEO and Publisher of *PM360*. “They are on the front lines pushing brands to success and helping to innovate the ways in which their companies must operate in today’s environment. We are honored each year to put the spotlight on these individuals.”

Winners will be honored during a special reception at Gotham Hall at 1356 Broadway in New York City on Thursday, September 14, 2017. Profiles of all of the night’s winners will appear in *PM360*’s October issue.

You can also follow the awards real-time on Twitter at [www.twitter.com/pm360online](https://www.twitter.com/pm360online).

Disclaimer: This press release may include statements of future expectations and other forward-looking statements that are based on the management’s current views and assumptions and involve known or unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. In addition to statements which are forward-looking by reason of context, the words “may”, “will”, “should”, “expects”, “plans”, “intends”, “anticipates”, “believes”, “estimates”, “predicts”, “potential”, or “continue” and similar expressions identify forward-looking statements. Actual results, performance or events may differ materially from those in such statements due to without limitation, (i) general economic conditions such as performance of financial markets, credit defaults, currency exchange rates, interest rates, persistency levels and frequency / severity of insured loss events (ii) mortality and morbidity levels and trends, (iii) changing levels of competition and general competitive factors, (iv) changes in laws and regulations and in the policies of central banks and/or governments, (v) the impact of acquisitions or reorganisation, including related integration issues. The company assumes no obligation to update any information contained herein.

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**About *PM360***

*PM360* is the premier, must-read magazine for marketing decision-makers in the pharmaceutical, biotech, and medical device industries. Published monthly, *PM360* is the only journal that focuses on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the complex and highly regulated healthcare environment.

The journal's targeted and insightful editorial focuses on issues that directly impact critical decision-making, including: Planning and implementation of cutting-edge strategies, trends, the latest technological advances, branding/marketing, advertising/promotion, patient/professional education, sales, market research, PR, and leadership. Additionally, the "360" in the title signifies the span of this critical, how-to information with personal and career insights for an enjoyable and thought-provoking read.

By providing the full circle of enriching content, *PM360* is truly an indispensable tool for busy and productive marketing professionals to stay at the top of their game.

**About Promius Pharma LLC**

Promius Pharma is a wholly owned subsidiary of Dr. Reddy's Laboratories, one of the largest and most respected pharmaceutical companies in the world. With a robust commercial infrastructure and extensive research and development capabilities through its parent company, Promius Pharma is committed to bringing new products to market that meet patients' needs in dermatology and neurology. For more information, visit [www.promiuspharma.com](http://www.promiuspharma.com).

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