

## **Pratima Reddy joins Merck Specialities as MD**

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Merck has appointed Pratima Reddy as the Managing Director for Merck Specialities, the healthcare business of Merck, Darmstadt in India. Reddy will lead India's healthcare strategy and operations, effective August 1, 2022, as successor to Anandram Narasimhan, transitioning into a regional role at APAC.

Before taking over as the Managing Director of India Operations, Reddy was the Regional Franchise Leader (RFL) of the Cardiovascular, Metabolism and Endocrinology (CM&E) franchise in APAC. An active member of the APAC Leadership team, her efforts have ensured that the CM&E franchise continues to grow in the region and continues its market leadership despite market challenges.

Reddy has an extensive experience of over 17 years, with nine years in the pharmaceutical industry, including varied roles across functions in national and global teams since joining Merck in October 2013. In addition, she headed the oncology unit in the country, where she led the turnaround of the oncology business by demonstrating the opportunity to drive strong growth via focussed access strategies.