

Dr Reddy's announces launch of direct-to-consumer e-commerce website

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Dr Reddy's Laboratories Ltd., a global pharmaceutical company, announced the launch of its first direct-to-consumer (D2C) e-commerce website â??Celevida Wellnessâ?? for diabetes patients by its wholly-owned subsidiary, Svaas Wellness Limited. â??Celevida Wellnessâ?? aims to become a one-stop solution for personalised diabetic care for Type 2 diabetic and pre-diabetic individuals.

The website will host the Celevida range of products as well as other third-party brands to offer a product portfolio that takes care of a diabetic patient's daily nutritional requirement and at the same time fits into the complete occasion framework of the day i.e., breakfast, lunch, dinner, snacks, beverages, meal replacement, etc. Products are on-boarded onto the platform after a stringent product selection process that involves rigorous diligence study of their nutritional composition. The website currently delivers to more than 18,000 pin codes across India.

Since its launch by Dr Reddy's in 2019, Celevida has been the flagship nutrition brand for dietary management of diabetes and has established itself as a trusted and award-winning brand. The launch of â??Celevida Wellnessâ?? (www.celevidawellness.com) enables the Celevida range of products as well as other brands to reach consumers directly.