



**Dear Doctor**  
**In your opinion**  
**how many newborns are**  
**vitamin D deficient at birth?**

**65%**

**70%**

**75%**

**85%**



**Surprisingly**  
**92.1%**  
**of the healthy newborns**  
**are vitamin D deficient**  
**at birth itself.<sup>1</sup>**

Ref:  
Prevalence of vitamin D deficiency among newborns. Available at: <https://www.indianpediatrics.net/mar2020/mar-258-259.htm> (Accessed: 21 June 2024).



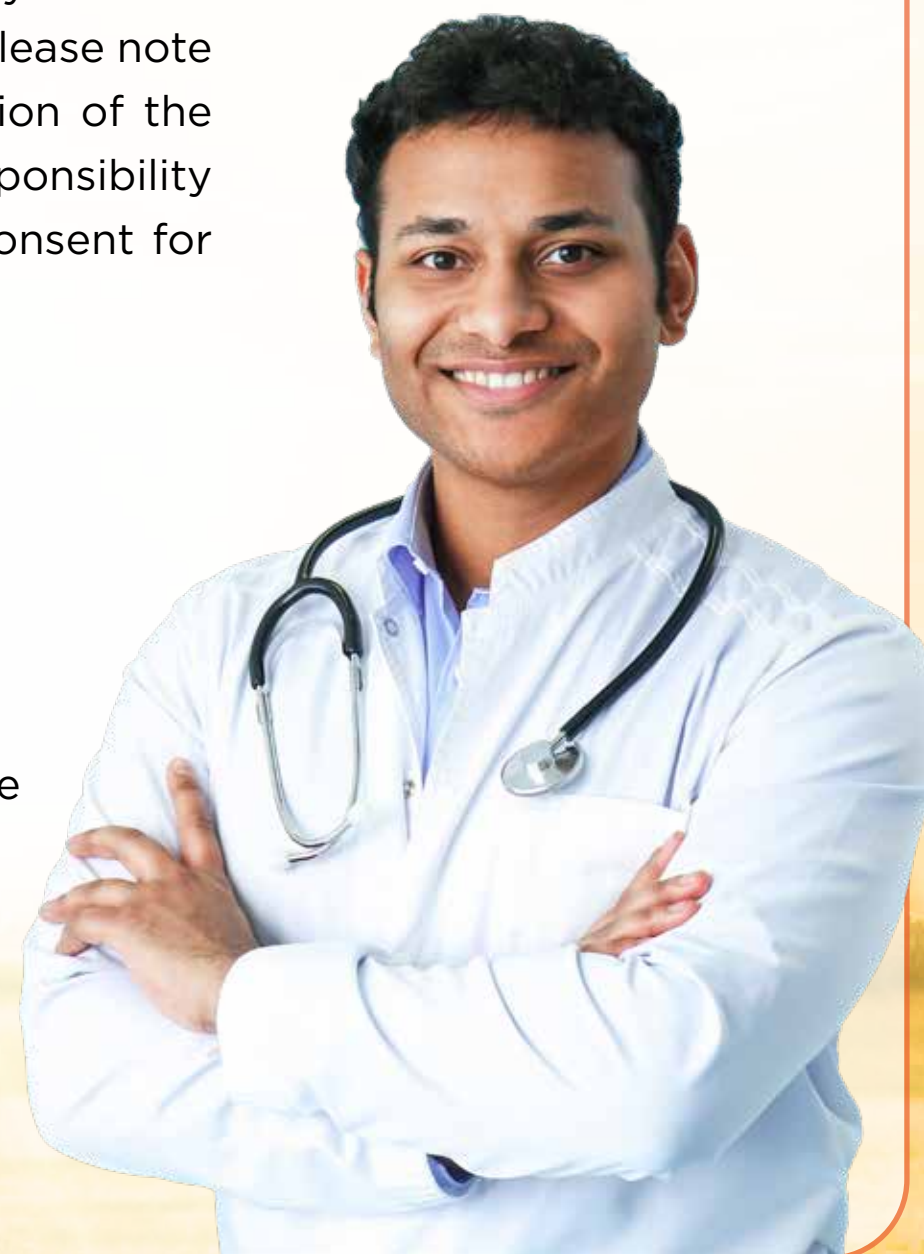
Dear Doctor,

Thank you so much for agreeing to speak to us. As you are aware that this activity is a public awareness initiative on explaining the **importance of vitamin D3 in newborns** and to showcase the same we will be taking your **response, name and city**. Therefore, we request your consent for this activity and for other editorial changes as necessary to present the material formally. Our data privacy terms & conditions are available at [<https://www.drreddys.com/privacy-policy>]. Please note that the work of creating the material, suitably editing it and finalisation of the same has been entrusted to a third party agency who shall bear the responsibility of the final material. Towards this, we shall be initiating to take your consent for capturing your response and sharing of the same with the third party.

☐ **I hereby give my consent to share my response, name and city for the purpose of creating awareness** about the right Vitamin D3 for the right duration and in the right dosage for the newborns.

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Sign



**This Doctors Day,  
Let's come together & pledge  
to give newborns an  
enriching start from day 1**



I pledge to provide  
an enriching start  
to all newborns from  
**day 1 upto 12 months**  
as a prophylactic dose of  
**400 IU/day.**



**For an enriching start  
doctor please choose a**

**More Viable - Reliable**  
**vitamin D3 supplement.**

**KIDRICH-D3<sup>TM</sup>**  
Cholecalciferol (Vitamin D3)






# Thank you DOCTOR



**For your  
dedication  
to ensure**

**Good  
Health  
Can't  
Wait.**

**for newborns from**

**day 1**