DR. REDDY'S

Dr. Reddy's Laboratories Ltd.

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December 19, 2014

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Scrip Code : 500124

National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400 051
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Scrip Code : DRREDDY-EQ

Dear Sirs,

Sub: Press Release

Please find enclosed a Press Release on **"Dr. Reddy's Laboratories closes the acquisition of Habitrol® Brand from Novartis".**

Kindly arrange to disseminate and display the same on your Notice Board for the purpose of information.

With regards,

K Ganesh
Sr. Vice President - Finance

Encl: as above

CC: New York Stock Exchange Inc. (Stock Code: RDY)

Press Release

DR. REDDY'S

Dr. Reddy's Laboratories closes the acquisition of Habitrol® Brand from Novartis

Hyderabad, India, December 19, 2014

Dr. Reddy's Laboratories has announced that it has closed the acquisition of Habitrol® brand (an over-the-counter nicotine replacement therapy transdermal patch) from Novartis Consumer Health Inc. following issuance of the proposed consent order from the U.S. Federal Trade Commission (FTC) on November 26, 2014. The company had earlier entered into an asset purchase agreement with Novartis Consumer Health Inc. to acquire the title and rights of Habitrol® brand and to market the product in the U.S. market.

With this closure, the company has assumed responsibility for the product and will commence shipments of the product in the market shortly.

Disclaimer

This press release includes forward-looking statements, as defined in the U.S. Private Securities Litigation Reform Act of 1995. We have based these forward-looking statements on our current expectations and projections about future events. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results to differ materially. Such factors include, but are not limited to, changes in local and global economic conditions, our ability to successfully implement our strategy, the market acceptance of and demand for our products, our growth and expansion, technological change and our exposure to market risks. By their nature, these expectations and projections are only estimates and could be materially different from actual results in the future.

About Dr. Reddy's

Dr. Reddy's Laboratories Ltd. (NYSE: RDY) is an integrated global pharmaceutical company, committed to providing affordable and innovative medicines for healthier lives. Through its three businesses - Pharmaceutical Services and Active Ingredients, Global Generics and Proprietary Products – Dr. Reddy's offers a portfolio of products and services including APIs, custom pharmaceutical services, generics, biosimilars and differentiated formulations. Major therapeutic focus is on gastro-intestinal, cardiovascular, diabetology, oncology, pain management and anti-infective. Major markets include India, USA, Russia-CIS and Europe apart from other select geographies within Emerging Markets. For more information, log on to: www.drreddys.com

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