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December 11, 2018

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Scrip Code: 500124

Scrip Code: DRREDDY-EQ

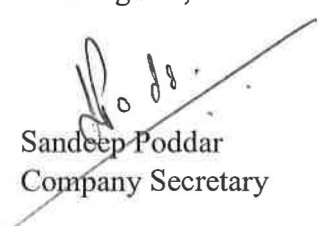
Dear Sirs,

Sub: Intimation

Please find enclosed a Press Release on **“Dr. Reddy’s announces the launch of over-the-counter store brand equivalent of Prilosec OTC® (Omeprazole Delayed-Release) Tablets, 20 mg in the U.S. Market.”**

This is for your information.

With regards,


Sandeep Poddar
Company Secretary

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

DR. REDDY'S LABORATORIES LTD.

8-2-337, Road No. 3, Banjara Hills,
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Dr. Reddy's announces the launch of over-the-counter store brand equivalent of Prilosec OTC® (Omeprazole Delayed-Release) Tablets, 20 mg in the U.S. Market

Hyderabad, India, December 11, 2018

For Immediate Release

Hyderabad, India and Princeton, NJ, USA. December 11, 2018— Dr. Reddy's Laboratories Ltd. (BSE: 500124, NSE: DRREDDY, NYSE: RDY, along with its subsidiaries together referred to as "Dr. Reddy's") announced today the launch of Omeprazole Delayed-Release Tablets, 20 mg, an over-the-counter (OTC) store-brand equivalent of Prilosec® OTC (omeprazole delayed-release) Tablets, 20 mg, in the United States market as approved by the U.S. Food and Drug Administration (USFDA).

OTC Omeprazole Delayed-Release Tablets, 20 mg, is a proton pump inhibitor used to treat frequent heartburn occurring two or more days per week in adults*.

"This launch illustrates our continued commitment to the OTC business as well as the depth and breadth of our OTC portfolio," says Milan Kalawadia, Vice President and Head, US OTC and Speciality Rx businesses, Dr. Reddy's Laboratories. "We look forward to collaborating with our customers to provide high-quality, affordable alternatives to consumers."

The combined market of Prilosec OTC® and private label omeprazole OTC products had U.S. retail sales of approximately \$492 million for the most recent twelve months ending in October 2018 according to IRI†.

Dr. Reddy's Omeprazole Delayed-Release Tablets, 20 mg, is available in 14 count bottles sold in cartons of 1, 2, or 3 bottles each. Each bottle contains one complete 14-day course of treatment. Use only as directed.

*May take 1 to 4 days for full effect. †IRI Latest 52 wks. period ending October 2018

Prilosec® is a registered trademark of AstraZeneca AB.

OTC-____-1218



About Dr. Reddy's: Dr. Reddy's Laboratories Ltd. (BSE: 500124, NSE: DRREDDY, NYSE: RDY) is an integrated pharmaceutical company, committed to providing affordable and innovative medicines for healthier lives. Through its three businesses - Pharmaceutical Services & 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. Our major therapeutic areas of focus are gastrointestinal, cardiovascular, diabetology, oncology, pain management and dermatology. Dr. Reddy's operates in markets across the globe. Our major markets include – USA, India, Russia & CIS countries, and Europe. For more information, log on to: www.drreddys.com

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