



Dr. Reddy's Laboratories Ltd.
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March 27, 2019

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Scrip Code: 500124

Scrip Code: DRREDDY-EQ

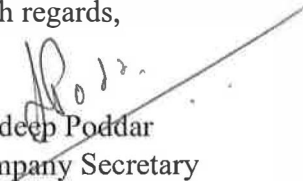
Dear Sirs,

Sub: Press Release

Please find enclosed a Press Release on " **Dr. Reddy's Laboratories launches Tadalafil Tablets USP in the U.S. Market.**"

This is for your information and record.

With regards,


Sandeep Poddar
Company Secretary

Encl: As above

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

DR. REDDY'S LABORATORIES LTD.

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Dr. Reddy's Laboratories launches Tadalafil Tablets USP in the U.S. Market

Hyderabad, India, March 27, 2019

For Immediate Release

Hyderabad, India and Princeton, NJ, USA. March 27, 2019— Dr. Reddy's Laboratories Ltd. ((BSE: 500124, NSE: DRREDDY, NYSE: RDY), along with its subsidiaries together referred to as "Dr. Reddy's") today announced the launch of Tadalafil Tablets USP, a therapeutic equivalent generic version of Cialis (tadalafil) Tablets in the United States market, approved by the U.S. Food and Drug Administration (USFDA).

The Cialis brand and generic had U.S. sales of approximately \$1.7 billion MAT for the most recent twelve months ending in January 2019 according to IMS Health*.

Dr. Reddy's Tadalafil Tablets are available in four strengths including 2.5 mg, 5 mg, 10 mg, and 20 mg, each in 30-count bottle size.

Cialis is a trademark of Eli Lilly and Company.

*IMS National Sales Perspective: Retail and Non-Retail MAT January 2019

RDY-0319-242

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

Disclaimer: This press release may include statements of future expectations and other forward-looking statements that are based on the management's current views and assumptions and involve known or unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. In addition to statements which are forward-looking by reason of context, the words "may", "will", "should", "expects", "plans", "intends", "anticipates", "believes", "estimates", "predicts", "potential", or "continue" and similar expressions identify forward-looking statements. Actual results, performance or events may differ materially from those in such statements due to without limitation, (i) general economic conditions such as performance of financial markets, credit defaults, currency exchange rates, interest rates, persistency levels and frequency / severity of insured loss events (ii) mortality and morbidity levels and trends, (iii) changing levels of competition and general competitive factors, (iv) changes in laws and regulations and in the policies of central banks and/or governments, (v) the impact of acquisitions or reorganization, including related integration issues.

The company assumes no obligation to update any information contained herein.

