

October 31, 2018

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National Stock Exchange of India Ltd.
“Exchange Plaza”
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400 051
Fax Nos.: 022-26598120/ 26598237/
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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 announces the launch of Atomoxetine Capsules, USP in the U.S. Market.”**

This is for your information.

With regards,


Sandeep Doodar
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 announces the launch of Atomoxetine Capsules, USP in the U.S. Market

Hyderabad, India, October 31, 2018

For Immediate Release

Hyderabad, India and Princeton, NJ, USA. October 31, 2018— 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 Atomoxetine Capsules, USP, a therapeutic equivalent generic version of Strattera® (atomoxetine) Capsules in the United States market approved by the U.S. Food and Drug Administration (USFDA).

The Strattera® brand and generic had U.S. sales of approximately \$304 million MAT for the most recent twelve months ending in August 2018 according to IMS Health*.

Dr. Reddy's Atomoxetine Capsules, USP is available in 10 mg, 18 mg, 25 mg, 40 mg, 60 mg, 80 mg, 100 mg with 30 counts bottle size.

Strattera® is a registered trademark of Eli Lilly and Company.

WARNING: SUICIDAL IDEATION IN CHILDREN AND ADOLESCENTS

**See full prescribing information for complete boxed
warning.**

- Increased risk of suicidal ideation in children and adolescents (5.1)
- No suicides occurred in clinical trials (5.1)
- Patients started on therapy should be monitored closely (5.1)

*IMS National Sales Perspective: Retail and Non-Retail MAT August 2018
RDY-1018-220

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.

