



Dr. Reddy's Laboratories Ltd.

8-2-337, Road No. : 3, Banjara Hills

Hyderabad - 500 034, A.P., India.

Tel : + 91 40 4900 2900

Fax : +91 40 4900 2999

www.drreddys.com

January 3, 2013

Corporate Relationship Department
BSE Limited
Dala Street, Fort
Mumbai – 400 001
Fax No.: 022-22723121 / 22723719 /
22722037/ 22722039

National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400 051
Fax No.: 022-26598120 / 26598237 /
26598238

Scrip Code : 500124

Scrip Code : DRREDDY-EQ

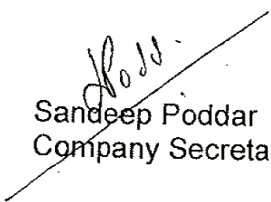
Dear Sirs,

Sub: Press Release

Please find enclosed a **Press Release** on "Dr. Reddy's announces the Launch of Finasteride Tablets".

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

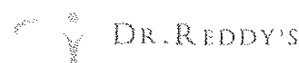
With regards,


Sandeep Poddar
Company Secretary

Encl: as above

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

Press Release



Dr. Reddy's announces the Launch of Finasteride Tablets

Hyderabad, India, January 03 2013

Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched Finasteride Tablets (1 mg), a bioequivalent generic version of Propecia® (Finasteride) Tablets in the US market on January 02, 2013. Dr. Reddy's ANDA for Finasteride 1 mg Tablets has been awarded a 180-day period of marketing exclusivity in the U.S. on 2 Jan, 2013.

The Propecia® Tablets brand has U.S. sales of approximately \$136 Million MAT for the most recent twelve months ending in October 2012 according to IMS Health*.

Dr. Reddy's Finasteride Tablets 1 mg is available in bottle counts of 30 and 90.

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, differentiated formulations and NCEs. Therapeutic focus is on gastro-intestinal, cardiovascular, diabetology, oncology, pain management, anti-infective and pediatrics. Major markets include India, USA, Russia and CIS, Germany, UK, Venezuela, S. Africa, Romania, and New Zealand. For more information, log on to: www.drreddys.com

Propecia® is a registered trademark of Merck Sharp & Dohme Corp., a subsidiary of Merck & Co., Inc.

*IMS National Sales Perspectives: Retail and Non-Retail MAT October 2012



For more information please contact:

Investors and Financial Analysts:

r Upadhya at kedaru@drreddys.com / +91-40-66834297
ak Savla at saunaks@drreddys.com / +91-40-49002135
n Kalawadia (USA) at mkalawadia@drreddys.com / +1 908-203-4931

Media:

S Rajan at rajans@drreddys.com / +91-40- 49002445