DR. REDDY'S

Dr. Reddy's Laboratories Ltd.

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March 23, 2015

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Dear Sirs,

Sub: Press Release

Please find enclosed a Press Release on **"Dr. Reddy's Laboratories enters into partnership with Hetero to accelerate access to treatment for Hepatitis C in India".**

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)

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PRESS RELEASE

Dr. Reddy's Laboratories enters into partnership with Hetero to accelerate access to treatment for Hepatitis C in India

For immediate Release

Hyderabad, India, March 23, 2015

Dr Reddy's Laboratories announced today that it has entered into an agreement with Hetero, under which Dr. Reddy's has been licensed to distribute and market Sofosbuvir 400 mg tablets[1], indicated in the treatment of Chronic Hepatitis C, under the brand name Resof™, in India.

According to the World health Organization (WHO), close to 12 Million Indians suffer from Chronic Hepatitis C, a disease that can seriously affect the liver, leading to potentially life-threatening complications, including cancer of the liver[2].
Complications arising out of untreated Hepatitis C can precipitate faster in co-morbid conditions, such as Diabetes. [3]
With the diagnosis rates for Hepatitis C in India being abysmally low, Dr. Reddy's will make a significant difference in the diagnosis and treatment of this disease.

"Clinical studies have indicated that Sofosbuvir 400 mg in combination with other agents achieved very high cure rates, while shortening the duration of treatment to as little as 12 weeks and reducing or completely eliminating the need for interferon injections, depending on the viral genotype."



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[1] About Sofosbuvir

Sofosbuvir was approved under the trade name Sovaldi® by the U.S. Food and Drug Administration (FDA) in December 2013 based on clinical studies that showed sofosbuvir, in combination with other agents, achieved very high cure rates with a course of treatment as short as 12 weeks depending on viral genotype. Sofosbuvir also was approved by the European Commission in January 2014 and is a recommended treatment option in the World Health Organization's first hepatitis C treatment guidelines (released in April 2014).

[2] Who report on Hepatitis C: http://www.who.int/csr/disease/hepatitis/whocdscsrlyo2003/en/index4.html,
[3] Clinical Practise Guidelines (EASL): http://www.easl.eu/_newsroom/latest-news/easl-recommendations-on-treatment-of-hepatitis-c-2014

Resof™ is a breakthrough medicine and will simplify the traditional and complicated treatment options available today, allowing patients suffering from Chronic Hepatitis C access to a far more affordable and effective treatment regimen, as compared to existing ones

Dr. Reddy's Co-Chairman & CEO, G V Prasad, commented "the launch of Resof ™ is in line with Dr. Reddy's philosophy of "Innovative medicine at an affordable price" and will provide significant relief to patients, resulting in potential cure and a high barrier to resistance at an affordable price for those living with Hepatitis C.

About Dr. Reddy's: Dr. Reddy's Laboratories Ltd. (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 gastro-intestinal, cardiovascular, diabetology, oncology, pain management and anti-infectives. Dr. Reddy's operates in markets across the globe. Our major markets include – USA, Russia & CIS and India. 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 re organisation , including related integration issues.

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

