DR. REDDY'S

**Dr. Reddy's Laboratories Ltd.**

8-2-337, Road No. : 3, Banjara Hills,
Hyderabad - 500 034, A.P., India.
CIN : L85195AP1984PLC004507

Tel : + 91 40 4900 2900
Fax : +91 40 4900 2999
Email : mail@drreddys.com
www.drreddys.com

June 25, 2014

Corporate Relationship Department
BSE Limited
Dalal Street, Fort
Mumbai – 400 001
Fax Nos.: 022-22723121 / 22723719 /
22722037 / 22722039

**Scrip Code: 500124**

National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400 051
Fax Nos.: 022-26598120/ 26598237/
26598238

**Scrip Code: DRREDDY-EQ**

Dear Sirs,

**Sub: Press Release**

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

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

## Dr. Reddy's announces the Launch of Paricalcitol Capsules

***Hyderabad, India, June 25, 2014***

Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched Paricalcitol Capsules, 1 mcg, 2 mcg and 4 mcg, a therapeutic equivalent generic version of ZEMPLAR® (Paricalcitol) Capsules in the US market on June 24, 2014, following the approval by the United States Food & Drug Administration (USFDA).

The ZEMPLAR® brand and generic had U.S. sales of approximately $109.6 Million MAT for the most recent twelve months ending in March 2014 according to IMS Health*.

Dr. Reddy's Paricalcitol Capsules 1 mcg, 2 mcg and 4 mcg are available in bottle counts of 30.

**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 and differentiated formulations. Major therapeutic focus is on gastro-intestinal, cardiovascular, diabetology, oncology, pain management and anti-infective. Major markets include India, USA, Russia-CIS and Europe apart from other select geographies within Emerging Markets. For more information, log on to: www.drreddys.com

ZEMPLAR® is a registered trademark of AbbVie INC.
*IMS National Sales Perspectives: Retail and Non-Retail MAT March 2014

Dr. REDDY'S LABORATORIES LTD. HYDERABAD-INDIA

*For more information please contact:*


**Investors and Financial Analysts:**
**Kedar Upadhye at kedaru@drreddys.com /+91-40-66834297**
**Saunak Savla at saunaks@drreddys.com/+91-40-49002135**
**Milan Kalawadia (USA) at mkalawadia@drreddys.com/ +1 609-375-9831**

**Media:**
**SVS Chowdary at chowdaryl@drreddys.com +91-40- 49002448**