



DR. REDDY'S

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

July 12, 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 Decitabine for Injection".

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

With regards,

K Ganesh
Sr. Vice president - Finance

Encl: as above

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

Press Release



Dr. Reddy's announces the Launch of Decitabine for Injection

Hyderabad, India, July 12, 2013

Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched Decitabine for Injection (50mg) a therapeutic equivalent generic version of Dacogen® (Decitabine for Injection) in the US market on July 11, 2013, following the approval by the United States Food & Drug Administration (USFDA) of Dr. Reddy's ANDA for Decitabine for Injection.

The Dacogen® brand has U.S. sales of approximately \$260 Million MAT for the most recent twelve months ending in July 2013 according to IMS Health*.

Dr. Reddy's Decitabine for Injection 50 mg is available as a single dose vial.

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

Dacogen® is a registered trademark used by Eisai Inc. under license from Astex Pharmaceuticals, Inc.

*IMS National Sales Perspectives: Retail and Non-Retail MAT July 2013

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 / +1 908-203-4931

Media:

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

A handwritten signature in black ink, likely belonging to a senior official of Dr. Reddy's.

