

DR. REDDY'S

Dr. Reddy's Laboratories Ltd.

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April 16, 2014

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Scrip Code: 500124

Scrip Code: DRREDDY-EQ

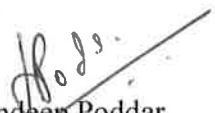
Dear Sirs,

Sub: Press Release

Please find enclosed a Press Release on “**Dr. Reddy’s announces the Launch of Eszopiclone Tablets C-IV**”.

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

Press Release



Dr. Reddy's announces the Launch of Eszopiclone Tablets C-IV

Hyderabad, India, April 16 2014

Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched Eszopiclone Tablets (C-IV) 1 mg, 2 mg and 3 mg, a therapeutic equivalent generic version of LUNESTA® (eszopiclone) tablets C-IV in the US market on April 15, 2014, following the approval by the United States Food & Drug Administration (USFDA).

The LUNESTA® (eszopiclone) tablets C-IV brand and generic combined had U.S. sales of approximately \$887 Million MAT for the most recent twelve months ending in January 2014 according to IMS Health*.

Dr. Reddy's Eszopiclone Tablets (C-IV) 1 mg is available in bottle counts of 30. Eszopiclone Tablets (C-IV) 2 mg and 3 mg are available in bottle counts of 100.

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

LUNESTA® is a registered trademark of Sunovion Pharmaceuticals Inc.

*IMS National Sales Perspectives: Retail and Non-Retail MAT January 2014

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