



DR. REDDY'S

Dr. Reddy's Laboratories Ltd.

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November 20, 2010

Corporate Relationship Department
The Bombay Stock Exchange Limited
Dalal Street, Fort
Mumbai - 400 001
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National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra-Kurla Complex, Bandra (East),
Mumbai - 400 051
Fax Nos.: 022-26598120/ 26598237/
26598238

Scrip Code : 500124

Scrip Code : DRREDDY-EQ

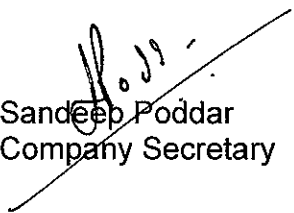
Dear Sirs,

Sub: Press Release

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

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

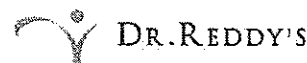
With regards,


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 Zafirlukast Tablets

Hyderabad, India, November 20, 2010 – Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched Zafirlukast tablets (10 mg and 20 mg), a bioequivalent generic version of Accolate® in the US market.

On November 15, 2010 the U.S. District Court of New Jersey granted Dr. Reddy's motion for summary judgment of non-infringement against AstraZeneca clearing the way for the launch of the product. Subsequently, the Food & Drug Administration (FDA) approved Dr. Reddy's ANDA for Zafirlukast tablets on November 18, 2010. Zafirlukast had total U.S. sales of approximately \$50 million for the twelve months ending August 31, 2010 according to IMS Health.

Dr. Reddy's Zafirlukast tablets are available in bottles of 60 counts in 10mg and 20 mg strengths.

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

Established in 1984, Dr. Reddy's Laboratories (NYSE: RDY) is a global pharmaceutical company. We fulfill our purpose of providing affordable and innovative medicines through three core businesses: Pharmaceutical Services and Active Ingredients, Global Generics and Proprietary Products. Our products are marketed globally, with a focus on India, US, UK, Germany and Russia.

www.drreddys.com

*Accolate®, is a registered Trademark of AstraZeneca UK, LTD
IMS National Sales Perspectives: Retail and Non-Retail MAT 8/2010*



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