



DR. REDDY'S

Dr. Reddy's Laboratories Ltd.

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www.drreddys.com

July 27, 2013

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

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

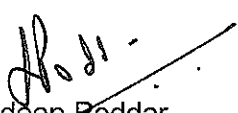
Dear Sirs,

Sub: Press Release

Please find enclosed a Press Release on "**Dr. Reddy's announces the Launch of Donepezil Hydrochloride Tablets, 23 mg**"

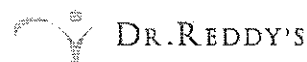
Kindly arrange to disseminate and display the same on your Notice Board for the purpose of information.

With regards,


Sandeep Poddar
Company Secretary

Encl: as above

Press Release



Dr. Reddy's announces the Launch of Donepezil Hydrochloride Tablets, 23 mg

Hyderabad, India, July 27, 2013

Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched Donepezil Hydrochloride Tablets, 23 mg, a therapeutic equivalent generic version of ARICEPT[®], 23 mg in the US market on July 26, 2013, following the approval by the United States Food & Drug Administration (USFDA) of Dr. Reddy's ANDA for Donepezil Hydrochloride Tablets, 23 mg.

The ARICEPT[®], 23 mg brand had U.S. sales of approximately \$92.6 Million MAT for the most recent twelve months ending in May 2013 according to IMS Health*.

Dr. Reddy's Donepezil Hydrochloride Tablets, 23 mg is available in bottle count sizes of 30 and 90.

Disclaimer

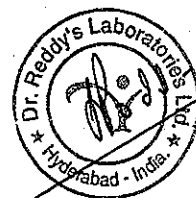
This press release includes forward-looking statements, as defined in the U.S. Private Securities Litigation Reform Act of 1995. We have based these forward-looking statements on our current expectations and projections about future events. Such statements involve known and unknown risks, uncertainties 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

ARICEPT[®] is a trademark used by Eisai Inc. under license from Eisai R&D Management Co., Ltd.

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



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