Dr. Reddy's Laboratories Ltd.
8-2-337, Road No. 3, Banjara Hills,
Hyderabad - 500 034, Telangana,
India.
CIN : L85195TG1984PLC004507

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

September 4, 2015

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 launches MINTOP PRO TM – ProcapilTM Hair Therapy**".

Kindly take the above information on record.

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 LABORATORIES LTD.
8-2-337, Road No. 3, Banjara Hills,
Hyderabad - 500034. Telangana, India.

CONTACT	
INVESTOR RELATIONS	MEDIA RELATIONS
KEDAR UPADHYE kedaru@drreddys.com (Ph: +91-40-66834297)	CALVIN PRINTER calvinprinter@drreddys.com (Ph: +91-40- 49002121)

Dr. Reddy's launches MINTOP PRO ™ – Procapil™ Hair Therapy

Hyderabad, India, September 4, 2015

Dr. Reddy's Laboratories (NYSE: RDY) has announced its entry into the Hair Serum Market with the launch of **MINTOP PRO™ - Procapil Hair Therapy**. MINTOP PRO™ comes from the same branch of business that manufactures MINTOP - the No. 1 dermatologist recommended brand in the country.[1]

Studies reveal that Androgenetic alopecia (AGA) is one of the most common reasons for dermatological consultation. This type of hair loss has been reported in 58%[2] of middle-age men and 19%[3] of women and there have been rapid advancements in understanding the pathophysiology of AGA over the last few years.

PROCAPIL™ is a new breakthrough formula that strengthens hair and prevents excessive hair loss naturally, without any side effects. PROCAPIL™ consists of a patented vitaminated matrikine with Apigenin and Oleanolic acid, which specifically targets the three main reasons responsible for hair loss.

Naturally derived **Oleanolic** acid inhibits the production of Dihydrotestosterone, a chemical derivative of testosterone, which plays a major role in hair loss in most men and some women. **Apigenin** enhances microcirculation into the hair follicles keeping it nourished, while **Biotinyl-GHK** helps normalize hair anchorage in the lower layer of skin thereby demonstrating anti – ageing properties.

Clinical studies reveal that, MINTOP PRO™ demonstrated promising results with a 121% increase in hair shaft growth as compared to placebo and 67% volunteers witnessed a noteworthy rise in Anagen to Telogen Ratio of upto 46%. (A/T ratio or hair growth coefficient is the ratio of the number of anagen hairs to the number of telogen hairs, indicates the proportion of active hair follicles)

MINTOP PRO™ will be available in a 75 ml pack with MRP of INR 995/- at all leading pharmacy stores across India.

References:

1. SMSRC – Data on File
2. Male Androgenetic Alopecia: Population-Based Study in 1,005 Subjects. International Journal of Trichology. 2009;1(2):131-33
3. Incidence of female androgenetic alopecia (female pattern alopecia). Dermatol Surg. 2001 Jan;27(1):53-4.
4. PROCAPIL Patent: WO 2012143845 A2

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About Dr. Reddy's: Dr. Reddy's Laboratories Ltd. is an integrated pharmaceutical company, committed to accelerating access to affordable and innovative medicines, because it believes Good Health Can't Wait. Through its three businesses - Pharmaceutical Services & Active Ingredients , Global Generics and Proprietary Products – the company offers a portfolio of products and services that include active pharmaceutical ingredients, (APIs), custom pharmaceutical services, generics, biosimilars and differentiated formulations. With operations in 26 countries across the globe, the major therapeutic areas of Dr. Reddy's are gastro-intestinal, cardiovascular, diabetology, oncology, pain management and anti-infectives. For more information, log on to: www.drreddys.com

Disclaimer: This press release may include statements of future expectations and other forward-looking statements that are based on the management's current views and assumptions and involve known or unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. In addition to statements which are forward-looking by reason of context, the words "may", "will", "should", "expects", "plans", "intends", "anticipates", "believes", "estimates", "predicts", "potential", or "continue" and similar expressions identify forward-looking statements. Actual results, performance or events may differ materially from those in such statements due to without limitation, (i) general economic conditions such as performance of financial markets, credit defaults , currency exchange rates , interest rates , persistency levels and frequency / severity of insured loss events (ii) mortality and morbidity levels and trends, (iii) changing levels of competition and general competitive factors, (iv) changes in laws and regulations and in the policies of central banks and/or governments, (v) the impact of acquisitions or reorganisation , including related integration issues.