



DR. REDDY'S

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October 25, 2011

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/
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Scrip Code : 500124

Scrip Code : DRREDDY-EQ

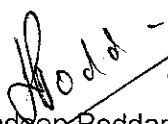
Dear Sirs,

Sub: Press Release

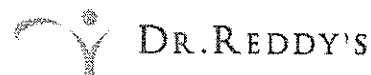
Please find enclosed a Press Release on "Teva and Dr. Reddy's announce launch of generic Zyprexa® in the United States".

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

Teva and Dr. Reddy's announce launch of generic Zyprexa® in the United States

Hyderabad, India, October 25, 2011:

Teva Pharmaceutical Industries Ltd. (Nasdaq: TEVA) and Dr. Reddy's Laboratories (NYSE: RDY) announced today the commercial launch of Olanzapine Tablets, the generic version of Eli Lilly's Zyprexa®. Annual sales of Zyprexa® were approximately \$3.2 billion in the United States as of September 2011, based on IMS sales data.

Teva's Olanzapine Tablets in 2.5 mg, 5 mg, 7.5 mg, 10 mg and 15 mg and Dr. Reddy's Olanzapine Tablets in 20 mg have each been awarded a 180-day period of marketing exclusivity in the U.S. Dr. Reddy's is supplying the 20 mg version of the product following an April 2011 commercialization, manufacture and supply agreement with Teva. In addition, as per the terms of the agreement, Dr. Reddy's will launch their 2.5 mg, 5 mg, 7.5 mg, 10 mg, 15 mg and 20 mg of Olanzapine tablets upon expiration of the 180-day exclusivity period.

ZYPREXA® is a trademark of Eli Lilly and Company

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, diabetes, 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

About TEVA

Teva Pharmaceutical Industries Ltd. (NASDAQ: TEVA) is a leading global pharmaceutical company, committed to increasing access to high-quality healthcare by developing, producing and marketing affordable generic drugs as well as innovative and specialty pharmaceuticals and active pharmaceutical ingredients. Headquartered in Israel, Teva is the world's largest generic drug maker, with a global product portfolio of more than 1,300 molecules and a direct presence in about 60 countries. Teva's branded businesses focus on CNS, oncology, pain, respiratory and women's health therapeutic areas as well as biologics. Teva currently employs approximately 45,000 people around the world and reached \$16.1 billion in net sales in 2010.

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