



Dr. Reddy's Laboratories Ltd.

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April 24, 2012

Corporate Relationship Department
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National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra-Kurla Complex, Bandra (East),
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Fax Nos.: 022-26598120/ 26598237/
26598238

Scrip Code : 500124

Scrip Code : DRREDDY-EQ

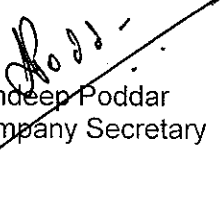
Dear Sirs,

Sub: Press Release

Please find enclosed a **Press Release** on "Dr. Reddy's announces the launch of Olanzapine tablets".

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

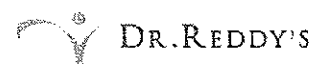
With regards,


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 Olanzapine tablets

Hyderabad, India, April 24, 2012

Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched **Olanzapine Tablets (2.5 mg, 5 mg, 7.5 mg, 10mg, 15 mg)**, a bioequivalent generic version of ZYPREXA® Tablets in the US market on April 23, 2012 following the approval by the United States Food & Drug Administration (USFDA) of Dr. Reddy's ANDA for Olanzapine Tablets. Dr. Reddy's Olanzapine Tablets in 20 mg had been awarded a 180-day period of marketing exclusivity in the U.S. on October 26, 2011 which was commercialized through a commercial, manufacture and supply agreement with Teva Pharmaceutical Industries Ltd.

The ZYPREXA® Tablets brand and generic had combined U.S. sales of approximately \$3.28 billion for the most recent twelve months ending January 2012 according to IMS Health.

Dr. Reddy's Olanzapine Tablets in 2.5 mg, 5 mg, 7.5 mg, 10 mg, 15 mg and 20 mg strengths are available in 30 and 500 count bottles.

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

ZYPREXA® is a trademark of Eli Lilly and Company.

IMS National Sales Perspectives: Retail and Non-Retail MAT April 2012



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