



DR. REDDY'S

Dr. Reddy's Laboratories Ltd.
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August 30, 2011

Corporate Relationship Department
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National Stock Exchange of India Ltd.
"Exchange Plaza"
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Mumbai – 400 051
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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 Over-the-Counter Fexofenadine HCl and Pseudoephedrine HCl extended release 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 Over-the-Counter Fexofenadine HCl and Pseudoephedrine HCl extended release tablets

Hyderabad, India, August 30, 2011:

Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched its over-the-counter (OTC) Fexofenadine HCl and Pseudoephedrine HCl extended release tablets 180 /240 mg. The Food & Drug Administration (FDA) approved Dr. Reddy's Abbreviated New Drug Application (ANDA) for Fexofenadine HCl and Pseudoephedrine HCl extended release tablets on June 22nd, 2011.

Dr. Reddy's will market the product under store brand labels in the U.S. market. The product is a bioequivalent version of sanofi-aventis' Allegra® D24 Hour extended release tablets which received Rx-to-OTC switch approval from the FDA on January 24th, 2011.

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.

Trademarks

Allegra® is a registered trademark of Aventisub II Inc.

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

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