



Dr. Reddy's Laboratories Ltd.

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July 2, 2012

Corporate Relationship Department
The Bombay Stock Exchange Limited
Dala Street, Fort
Mumbai – 400 001
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22722037/ 22722039

National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400 051
Fax No.: 022-26598120 / 26598237 /
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Scrip Code : 500124

Scrip Code : DRREDDY-EQ

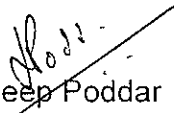
Dear Sirs,

Sub: Press Release

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

Hyderabad, India, July 02, 2012

Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched **Ibandronate Sodium tablets (150 mg)**, a bioequivalent generic version of BONIVA[®] tablets in the US market on June 29, 2012 following the approval by the United States Food & Drug Administration (USFDA) of Dr. Reddy's ANDA for Ibandronate sodium tablets.

The BONIVA[®] brand and generic had U.S. sales of approximately \$486 million for the most recent twelve months ending March 2012 according to IMS Health.

Dr. Reddy's Ibandronate sodium tablets in 150 mg are available in cartons of 3 blister packs containing 1 tablet each (once monthly dosing).

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

BONIVA[®] tablets are a registered trademark of Roche Therapeutics Inc.

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

For more information please contact:

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