



DR. REDDY'S

Dr. Reddy's Laboratories Ltd.
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September 22, 2011

Corporate Relationship Department
The Bombay Stock Exchange Limited
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National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400 051
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Scrip Code : 500124

Scrip Code : DRREDDY-EQ

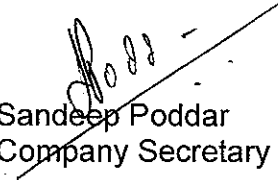
Dear Sirs,

Sub: Press Release

Please find enclosed a **Press Release** on "**Dr. Reddy's announces the Launch of Rivastigmine Tartrate Capsules**".

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 Rivastigmine Tartrate Capsules

Hyderabad, India, September 22, 2011

Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched **Rivastigmine Tartrate Capsules (1.5 mg, 3 mg, 4.5 mg and 6 mg)**, a bioequivalent generic version of EXELON®* Capsules in the US market on September 15, 2011 following the approval by the United States Food & Drug Administration (USFDA) of Dr. Reddy's ANDA for Rivastigmine tartrate capsules.

The EXELON®* brand and generic Rivastigmine tartrate had U.S. sales of approximately \$92.6 million for the most recent twelve months ending June 2011 according to IMS Health.

Dr. Reddy's Rivastigmine tartrate capsules 1.5 mg, 3 mg, 4.5 mg and 6 mg strengths are available in 60 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

Established in 1984, Dr. Reddy's Laboratories (NYSE: RDY) is an emerging global pharmaceutical company. We fulfill our purpose of providing affordable and innovative medicines through three core businesses: Pharmaceutical Services and Active Ingredients, Global Generics and Proprietary Products. Our products are marketed globally, with a focus on India, US, UK, Germany and Russia.

www.drreddys.com

*EXELON is a registered trademark of Novartis Pharmaceuticals Corporation
IMS National Sales Perspectives: Retail and Non-Retail MAT JUNE 2011



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