DR. REDDY'S

Dr. Reddy's Laboratories Ltd.

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www.drreddys.com

Date : 19/11/2012

Corporate Relationship Department
BSE Limited
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Fax Nos.: 022-22723121 / 22723719 /
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Scrip Code : 500124

National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400 051
Fax Nos.: 022-26598120/ 26598237/
26598238

Scrip Code : DRREDDY-*EQ*

Dear Sirs,

Sub: Press Release

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

Dr. Reddy's announces the Launch of SILDENAFIL TABLETS

Hyderabad, India, November 19, 2012

Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched Sildenafil Tablets (20 mg), a bioequivalent generic version of REVATIO® (Sildenafil) Tablets in the US market on November16, 2012, following the approval by the United States Food & Drug Administration (USFDA) of Dr. Reddy's ANDA for Sildenafil Tablets.

The REVATIO® brand had U.S. sales of approximately $338.67 Million for the most recent twelve months ending September 2012 according to IMS Health*.

Dr. Reddy's Sildenafil Tablets in 20 mg are available in 90 count bottle sizes.

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

REVATIO® is a registered trademark of Pfizer Inc.

*IMS National Sales Perspectives: Retail and Non-Retail MAT September 2012

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Dr. REDDY'S LABORATORIES LTD. * HYDERABAD-INDIA *