



Dr. Reddy's Laboratories Ltd.
8-2-337, Road No. 3, Banjara Hills,
Hyderabad - 500 034, Telangana,
India.
CIN : L85195TG1984PLC004507

Tel : +91 40 4900 2900
Fax : +91 40 4900 2999
Email : mail@drreddys.com
www.drreddys.com

October 7, 2016

Corporate Relationship Department
BSE Limited
Dalal Street, Fort
Mumbai – 400 001
Fax Nos.: 022-22723121 / 22723719 /
22722037 / 22722039

National Stock Exchange of India Ltd.
“Exchange Plaza”
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400 051
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 “**Leading global pharmaceutical company, Dr. Reddy's Laboratories now in Colombia.**”

This is for your information.

With regards,


Sandeep Poddar
Company Secretary

CC:- New York Stock Exchange Inc.(Stock Code: RDY)

DR. REDDY'S LABORATORIES LTD.

8-2-337, Road No. 3, Banjara Hills,
Hyderabad - 500034. Telangana, India.

CONTACT**INVESTOR RELATIONS**

SAUNAK SAVLA
saunaks@drreddys.com
(Ph: +91-40-49002135)

MEDIA RELATIONS

CALVIN PRINTER
calvinprinter@drreddys.com
(Ph: +91-40- 49002121)

Leading global pharmaceutical company, Dr. Reddy's Laboratories now in Colombia

For Immediate Release

Bogota, Colombia, October 7, 2016: Dr. Reddy's Laboratories Ltd (BSE: 500124, NSE: DRREDDY, NYSE: RDY), a leading global pharmaceutical company with presence in 26 countries, announced its entry into Colombia with its portfolio of high quality and affordable medicines for Cancer patients.

The company's Colombian operations was formally launched by M.V. Ramana, Executive Vice President and Head, Branded Markets, Global Generics – Dr. Reddy's Laboratories in the presence of eminent members of the Colombian medical community, including leading Oncologists, Regulators, representatives of insurance companies and other opinion leaders.

Over the years, Dr. Reddy's has become a trusted provider of medicines around the world. It is today the 2nd largest Generic Oncology Injectable Company by value in the U.S. (Source: IMS Health 2015) and the No. 1 Generic Oncology Company in India (Source: IPSOS 2016)

M.V. Ramana, Executive Vice President and Head, Branded Markets, Global Generics – Dr. Reddy's Laboratories, said *"Our company has a track record of staying committed to the markets we serve. We are delighted to make a beginning towards serving the unmet needs of patients in Colombia. Our initial focus would be to provide access to affordable cancer medicines to patients through our proven portfolio of Oncology products."*

Dr. Reddy's operates in all major regions across the world with the major markets being – USA, India, Russia & CIS countries, and Europe with a workforce of over 20000 employees. The company's 20+ manufacturing facilities are supported by five technology development centres, two integrated product development centres and three Research & Development centres.

Globally acclaimed for its affordable and innovative medicines, Dr. Reddy's strives to bring expensive medicines within reach, address unmet patient needs and also help them manage their disease better. Through its three businesses – Pharmaceutical Services & Active Ingredients, Global Generics and Proprietary Products, Dr. Reddy's offers a portfolio of products and services including APIs, custom pharmaceutical services, generics, biosimilars and differentiated formulations. Considered to be one of the global leaders in the generic industry, Dr. Reddy's focused on making generic and complex products across the major therapeutic areas of gastrointestinal, cardiovascular, diabetology, oncology, pain management and dermatology.

About Dr. Reddy's: Dr. Reddy's Laboratories Ltd. (BSE: 500124, NSE: DRREDDY, NYSE: RDY) is an integrated pharmaceutical company, committed to providing affordable and innovative medicines for healthier lives. Through its three businesses - Pharmaceutical Services & Active Ingredients, Global Generics and Proprietary Products – Dr. Reddy's offers a portfolio of products and services including APIs, custom pharmaceutical services, generics, biosimilars and differentiated formulations. Our major therapeutic areas of focus are gastrointestinal,

