

RANBAXY

Trusted medicines. Healthier lives

CORPORATE OFFICE: PLOT NO. 90, SECTOR-32, GURGAON-122001 (HARYANA), INDIA
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BY FAX/EMAIL/COURIER

September 5, 2013

TO : STOCK EXCHANGES

Dear Sirs,

Enclosed please find Press Release dated September 5, 2013 titled "**RANBAXY COMPLETES 20 YEARS IN RUSSIA - Ranked No. 1 in the represented market**" which is being issued by the Company today.

This is for your information please.

Thanking you,

Yours faithfully,
for RANBAXY LABORATORIES LTD.



(S.K. PATAWARI)
COMPANY SECRETARY

Encl. : As above.

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Press Release

RANBAXY COMPLETES 20 YEARS IN RUSSIA

Ranked No. 1 in the represented market

Gurgaon, India; Moscow, Russia, September 05, 2013: India's largest pharmaceutical company, Ranbaxy Laboratories Limited (Ranbaxy) today announced that the company has completed 20 successful years in Russia. The company established its operations in the Russian market in 1993 with the launch of its key brand, Cifran. Since then, Ranbaxy has grown to become a No. 1 player with a market share of 15.4% in the represented market segment in Russia (IMS, May 2013).

With a well-established distribution network and skilled field force, Ranbaxy today has operations in 56 regions in Russia and has built strong equity with its customers. The company has a portfolio of products covering anti-infective, cold, pain management, cardiovascular, diabetology, central nervous system, urology and dermatology segments. So far, the company has registered 51 drugs in the Russian Federation and commercialised 72 SKU's. Ranbaxy's leading brands in Russia includes Ketanov, Coldact, Faringosept, Cifran, Pylobact and Fenules. Last year, the company's popular brand, Faringosept was selected as the People's brand of choice. Another well know brand, Cifran OD was ranked by IMS as the best antibiotic launch in 2004.

On the occasion, Arun Sawhney, CEO & MD, Ranbaxy said, "Ranbaxy was one of the first pharmaceutical companies from India to set up operations in Russia. We have been providing high quality, affordable generic medicines to the citizens of Russia for the last two decades, thereby supporting the Government to bring down healthcare costs. We remain committed to the Russian market and will continue to operate from the paradigm of Quality and Patients First".

Aman Khanna, Country Head of Russia, Ranbaxy, said, "Over the years, Ranbaxy has established itself a preferred generic pharmaceutical company in Russia. In the coming years, we look at further expanding our product portfolio to include value added and innovator products from our parent company, Daiichi Sankyo. We are working closely in partnership with regional Governments in line with the Russia Pharma, 2020 Healthcare Plan,"

Earlier in 2011, Ranbaxy and the Government of Yaroslavl signed a Memorandum of Understanding for cooperation in the field of healthcare and medical science, which was a major milestone. As part of the program, most clinical pharmacologists and senior medical students of Yaroslavl region have been trained in Pharmacovigilance.

The Russian pharmaceutical market is estimated at around US \$ 20 billion (IMS, May 2013) growing at a CAGR of around 11%. The retail/out of pocket market contributes around 66% to the total market. The Federal Government in Russia is committed towards the improvement of the pharma industry with the launch of Russian Pharma 2020 strategy under which the government is encouraging pharma players to carry out heavy local investment in infrastructure, quality improvement programmes, clinical trials hubs and training for health care professionals.

RANBAXY LABORATORIES LIMITED

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About Ranbaxy Laboratories Limited

Ranbaxy Laboratories Limited, India's largest pharmaceutical company, is an integrated, research based, international pharmaceutical company producing a wide range of quality, affordable generic medicines, trusted by healthcare professionals and patients across geographies. Ranbaxy's continued focus on R&D has resulted in several approvals, in developed and emerging markets many of which incorporate proprietary Novel Drug Delivery Systems (NDDS) and technologies, developed at its own labs. The company has further strengthened its focus on generics research and is increasingly working on more complex and specialty areas. Ranbaxy serves its customers in over 150 countries and has an expanding international portfolio of affiliates, joint ventures and alliances, ground operations in 43 countries and manufacturing operations in 8 countries. Ranbaxy is a member of the Daiichi Sankyo Group. Through strategic in-licensing opportunities and its hybrid business model with Daiichi Sankyo, a leading global pharma innovator headquartered in Tokyo, Japan, Ranbaxy is introducing many innovator products in markets around the world, where it has a strong presence. This is in line with the company's commitment to increase penetration and improve access to medicines, across the globe. For more information, please visit www.ranbaxy.com.

Our Philosophy: Quality and Patients First.

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