

17/B, Mahal Industrial Estate,
Mahakali Caves Road,
Andheri (East), Mumbai 400 093 India
Tel.: (91-22) 6645 5645
Fax.: (91-22) 6645 5685



FOR IMMEDIATE RELEASE

Sun Pharma announces launch of generic Exelon® in US

Company has 180-day marketing exclusivity

Mumbai, July 1, 2010: Sun Pharma announced launch of generic Exelon®, rivastigmine tartrate capsules for the US market. Earlier, USFDA had granted final approval for the Company's ANDA to market these products.

These generic rivastigmine capsules are therapeutically equivalent of Novartis Exelon® Capsules and include four strengths: 1.5 mg (base), 3 mg (base), 4.5 mg (base) and 6 mg (base). These strengths of Exelon® have annual sales of approximately USD 130 million in the US.

Sun Pharma, being one of the first-to-file an ANDA for generic Exelon® with a para IV certification, shares a 180-day marketing exclusivity.

Rivastigmine tartrate is indicated for the treatment of mild to moderate dementia of the Alzheimer's type and for the treatment of mild to moderate dementia associated with Parkinson's disease.

Exelon ® is a registered trademark of Novartis.

About Sun Pharma

Established in 1983, listed since 1994 and headquartered in India, Sun Pharmaceutical Industries Ltd. (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE: SUNPHARMA, BSE: 524715) is an international, integrated, speciality pharmaceutical company. It manufactures and markets a large basket of pharmaceutical formulations as branded generics as well as generics in India, US and several other markets across the world. In India, the company is a leader in niche therapy areas of psychiatry, neurology, cardiology, diabetology, gastroenterology, orthopedics and ophthalmology. The Company has strong skills in product development, process chemistry, and manufacturing of complex API, as well as dosage forms. More information about the company can be found at www.sunpharma.com.

Contacts

Uday Baldota
Tel +91 22 6645 5645, Xtn 605
Tel Direct +91 22 6645 5605
Mobile +91 98670 10529
E mail uday.baldota@sunpharma.com

Mira Desai
Tel +91 22 6645 5645, Xtn 606
Tel Direct +91 22 6645 5606
Mobile +91 98219 23797
E mail mira.desai@sunpharma.com