



DR. REDDY'S

Dr. Reddy's Laboratories Ltd.

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June 29, 2010

Corporate Relationship Department
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Scrip Code : 500124

Scrip Code : DRREDDY-EQ

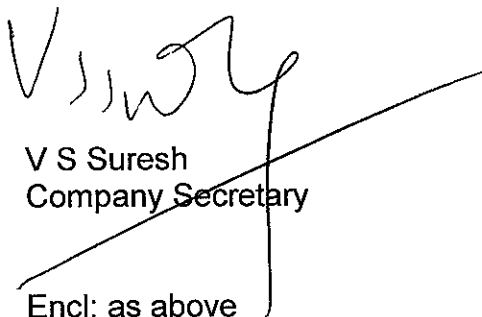
Dear Sirs,

Sub: Press Release

Please find enclosed a Press Release on "**Dr. Reddy's announces the launch of Anastrozole 1mg tablets**".

Kindly arrange to disseminate and display the same on your Notice Board for the purpose of information.

With regards,



V S Suresh
Company Secretary

Encl: as above

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

Press Release



Dr. Reddy's announces the launch of Anastrozole 1mg tablets

Hyderabad, India, 29 June 2010

Dr. Reddy's Laboratories (NYSE: RDY) today announced that it has launched anastrozole tablets, (1mg), a bioequivalent generic version of Arimidex® (anastrozole tablets) in the US market on 28 June 2010.

Arimidex® had annual sales ending April 2010 of \$927 million** in the United States.

Dr. Reddy's product is available in 30 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

*ARIMIDEX is a registered trademark of the AstraZeneca group of companies.

**Source: IMS National Sales Perspectives: Retail and Non -Retail MAT-5/1/2009-4/30/2010

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