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March 3, 2012

Corporate Relationship Department
The Bombay Stock Exchange 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 / 934809

Scrip Code : DRREDDY-EQ / N1

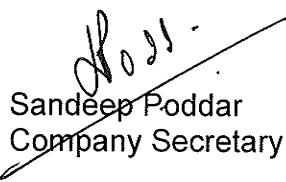
Dear Sirs,

Sub: Press Release

Please find enclosed a Press Release titled "Dr. Reddy's announces the Launch of Ziprasidone Hydrochloride Capsules".

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

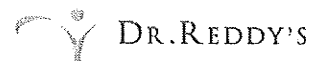
With regards,


Sandeep Poddar
Company Secretary

Encl: as above

CC : New York Stock Exchange Inc.

Press Release



Dr. Reddy's announces the Launch of Ziprasidone Hydrochloride Capsules

Hyderabad, India, March 3, 2012

Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched **Ziprasidone Hydrochloride Capsules**, a bioequivalent generic version of Geodon® in the US market on March 2, 2012 following the approval by the United States Food & Drug Administration (USFDA) of Dr. Reddy's ANDA for Ziprasidone Hydrochloride Capsules.

The Geodon® brand had U.S. sales of approximately \$1.34 billion for the most recent twelve months ending December 2011 according to IMS Health.

Dr. Reddy's Ziprasidone Hydrochloride Capsules in 20 mg, 40 mg, 60 mg and 80 mg strengths are available in 60 count bottle size.

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 four businesses - Pharmaceutical Services and Active ingredients, Global Generics, Biosimilars 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, UK, Germany, Romania, Russia and CIS, Venezuela, South Africa, and New Zealand. For more information, log on to: www.drreddys.com

Geodon® is a trademark of Pfizer Inc.

IMS National Sales Perspectives: Retail and Non-Retail MAT December 2011



For more information please contact:

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