DR. REDDY'S

Dr. Reddy's Laboratories Ltd.

8-2-337, Road No. : 3, Banjara Hills
Hyderabad - 500 034, A.P., India.
Tel : + 91 40 4900 2900
Fax : +91 40 4900 2999

www.drreddys.com

March 5, 2014

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

Scrip Code : 500124

National Stock Exchange of India Ltd.
"Exchange Plaza"
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400 051
Fax Nos.: 022-26598120/ 26598237/ 26598238

Scrip Code : DRREDDY-EQ

Dear Sirs,

Sub: Press Release

Please find enclosed a Press Release on **"Dr. Reddy's announces the Launch of Moxifloxacin Hydrochloride Tablets".**

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

Press Release

DR. REDDY'S

Dr. Reddy's announces the Launch of Moxifloxacin Hydrochloride Tablets

Hyderabad, India, March 05, 2014

Dr. Reddy's Laboratories Ltd. (NYSE: RDY) announced today that it has launched Moxifloxacin Hydrochloride Tablets, 400 mg, a therapeutic equivalent generic version of Avelox® (moxifloxacin HCl) tablets 400 mg in the US market on March 04, 2014, following the approval by the United States Food & Drug Administration (USFDA).

The Avelox® (moxifloxacin HCl) tablets brand had U.S. sales of approximately $195 Million for the most recent twelve months ending in December 2013 according to IMS Health*.

Dr. Reddy's Moxifloxacin Hydrochloride Tablets, 400 mg is available in bottle counts of 30.

WARNING:
Fluoroquinolones, including moxifloxacin, are associated with an increased risk of tendinitis and tendon rupture in all ages. This risk is further increased in older patients usually over 60 years of age, in patients taking corticosteroid drugs, and in patients with kidney, heart or lung transplants.
Fluoroquinolones, including moxifloxacin, may exacerbate muscle weakness in persons with myasthenia gravis. Avoid moxifloxacin in patients with known history of myasthenia gravis.

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 three businesses - Pharmaceutical Services and 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. Major therapeutic focus is on gastro-intestinal, cardiovascular, diabetology, oncology, pain management and anti-infective. Major markets include India, USA, Russia-CIS and Europe apart from other select geographies within Emerging Markets. For more information, log on to: www.drreddys.com

Avelox® is a registered trademark of Bayer Aktiengesellschaft and is used under license by Merck Sharp & Dohme Corp., a subsidiary of Merck & Co., Inc.

*IMS National Sales Perspectives: Retail and Non-Retail December 2013

For more information please contact:

Investors and Financial Analysts:
Kedar Upadhye at kedaru@drreddys.com /+91-40-66834297
Saunak Savla at saunaks@drreddys.com/+91-40-49002135
Milan Kalawadia (USA) at mkalawadia@drreddys.com/ +1 609-375-9831

Media:
SVS Chowdary at chowdaryl@drreddys.com +91-40- 49002448

DR. REDDY'S LABORATORIES LTD. HYDERABAD/INDIA