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FOR IMMEDIATE RELEASE

Sun Pharma announces USFDA approval for generic venlafaxine extended release tablets

Company receives 180-day marketing exclusivity

Mumbai, August 19, 2010: Sun Pharma announced that USFDA has granted an approval for an Abbreviated New Drug Application (ANDA) to market a generic version of Venlafaxine Hydrochloride Extended Release tablets.

These generic extended release Venlafaxine tablets are therapeutically equivalent to Osmotica's Venlafaxine Hydrochloride Extended Release tablets and include three strengths: 37.5 mg (base), 75 mg (base), 150 mg (base).

Venlafaxine Hydrochloride extended release tablets are indicated for the management of major depressive disorder, generalized anxiety disorder, panic disorder, etc.

The product will reach the market shortly.

About Sun Pharmaceutical Industries Ltd.

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.

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