Press Release

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Dr. Reddy's enters the branded consumer health arena through the acquisition of six OTC brands

Hyderabad, India, May 25, 2016 **For Immediate Release**

Hyderabad, India and Princeton, NJ, USAð Dr. Reddyôs Laboratories Ltd. (BSE: 500124, NSE: DRREDDY, NYSE: RDY) today announced the acquisition of an eminent portfolio of over-the-counter (OTC) brands in the cough-and-cold, pain, and dermatology categories. The company acquired six OTC brands from Ducere Pharma, including DOANôS®, BUFFERIN®, NUPERCAINAL® Ointment, CRUEX® Nail Gel, COMTREX®, and MYOFLEX®.

ñThese legacy products enjoy strong brand equity built over several decades,òexplains Alok Sonig, Executive Vice President and Head of Dr. Reddyôs in the US. ñWe are extremely excited to be entering the branded consumer health arena through these brands and embarking upon the next avenue of growth for our OTC business in the US.ò

According to Sonig, Dr. Reddyôs will build upon the sales and marketing efforts for these brands and continue to focus on their expansion into existing and new market channels. Sonig commends the marketing and brand-building efforts of Ducere Pharma, recognizing the organizationôs role in successfully revitalizing the brands through improved distribution and promotional efforts.

ñWe think Dr. Reddyôs is well-positioned to continue the successful growth of these brands,òsays Samuel F. Hines of Casla Capital Management LLC. ñWe feel confident that our brand-loyal consumers will be well-served by the deal.ò

About Dr. Reddy's: Dr. Reddyôs Laboratories Ltd. (BSE: 500124, NSE: DRREDDY, NYSE: RDY) is an integrated pharmaceutical company, committed to providing affordable and innovative medicines for healthier lives. Through its three businesses - Pharmaceutical Services & Active Ingredients, Global Generics and Proprietary Products ï Dr. Reddyôs offers a portfolio of products and services including APIs, custom pharmaceutical services, generics, biosimilars and differentiated formulations. Our major therapeutic areas of focus are gastro-intestinal, cardiovascular, diabetology, oncology, pain management and anti-infectives. Dr. Reddyôs operates in markets across the globe. Our major markets include ï USA, Russia & CIS, Venezuela and India. For more information, log on to: www.drreddys.com

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The company assumes no obligation to update any information contained herein.