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Dr. Reddy's Laboratories announces the launch of Levocetirizine Dihydrochloride Tablets USP, 5 mg in the U.S. Market

Hyderabad, India, March 16, 2018

For Immediate Release

Hyderabad, India and Princeton, NJ, USA. March 16, 2018—Dr. Reddy's Laboratories Ltd (BSE: 500124, NSE: DRREDDY, NYSE: RDY) announced today that it has launched Levocetirizine Dihydrochloride Tablets USP, 5 mg, an over-the-counter therapeutic equivalent generic version of Xyzal® Allergy 24HR Tablets in the United States market as approved by the U.S. Food and Drug Administration (USFDA).

Levocetirizine Dihydrochloride Tablets USP, 5 mg is an over-the-counter antihistamine used for 24-hour relief of allergy symptoms such as watery eyes, runny nose, itching eyes/nose, and sneezing.

"This first-to-market launch for the store brand is the testament to the deep capabilities of our store brand OTC business," says Milan Kalawadia, Vice President and Head, US Over-the-Counter and Speciality Rx businesses, Dr. Reddy's Laboratories. "We look forward to collaborating with our customers to bring high-quality, affordable store brand alternatives to the market."

The Xyzal® Allergy 24HR Tablets brand had U.S. sales of approximately \$71 million for the most recent twelve months ending in January 2018 according to IRI*.

Dr. Reddy's Levocetirizine Dihydrochloride Tablets USP is available in 5 mg strength and in various consumer oriented package sizes.

Xyzal® is a registered trademark of UCB group of companies.

*IRI Latest 52 wks. period ending January 28, 2018
OTC-001-0318

About Dr. Reddy's: Dr. Reddy's 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 – Dr. Reddy's offers a portfolio of products and services including APIs, custom pharmaceutical services, generics, biosimilars and differentiated formulations. Our major therapeutic areas of focus are gastrointestinal, cardiovascular, diabetology, oncology, pain management and dermatology. Dr. Reddy's operates in markets across the globe. Our major markets include – USA, India, Russia & CIS countries, and Europe. For more information, log on to: www.drreddys.com

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