

**DR. REDDY'S LABORATORIES LTD.** 8-2-337, Road No. 3, Banjara Hills, Hyderabad - 500034. Telangana, India.

CONTACT		
INVESTOR RELATIONS	MEDIA RELATIONS	
KEDAR UPADHYE kedaru@drreddys.com (Ph: +91-40-66834297)	CALVIN PRINTER calvinprinter@drreddys.com (Ph: +91-40- 49002121)	

 $\tilde{o}\ \tilde{o}\ \tilde{o}$ 

## Dr. Reddy's Laboratories Acquires the Rights to Investigational Anticancer Agent E7777 for U.S, Europe and Certain Emerging Markets from Eisai

Hyderabad, India, March 31	, 2016	For Immediate Release
$\tilde{0}$	$\tilde{0}\ \tilde{0}\ \tilde{0}$	$\tilde{0} \ \tilde{0} \ $

**Hyderabad, India, March 31, 2016** - Dr. Reddy's Laboratories (BSE: 500124, NSE: DRREDDY, NYSE: RDY) announced today that it has entered into a licensing agreement with Eisai Co., Ltd, Japan by which Dr. Reddy's will be granted exclusive worldwide development and commercialization rights (excluding Japan and Asia) for Eisais investigational anticancer agent E7777. Eisai will be responsible for the development and marketing of E7777 in Japan and Asia, while Dr. Reddy's holds the option for rights to develop and market the agent in India.

In exchange of these rights, Eisai will receive milestone payments in line with obtaining marketing approval and the achievement of agreed upon sales targets. Through this agreement, the two companies aim to accelerate development and maximize the value of E7777.

Mr. Raghav Chari, Executive Vice President, Proprietary Products Group, Dr. Reddyc Laboratories, said % collaboration between DRL and Eisai is a tremendous win-win. E7777 has significant potential as an important component of systemic therapy for CTCL (cutaneous T-cell lymphoma). This therapy represents an extension of our current efforts in the dermatology space to an important segment of skin-related cancers.+

Mr. Terushige like, Chief Product Creation Officer of Eisai Product Creation Systems, said "This agreement aligns with Eisai's drive to contribute to patients in our focused field of oncology as quickly as possible. Eisai and Dr. Reddy's will conduct development in their respective territories, and by working to accelerate and maximize contribution to patients, we hope to launch treatments that will fulfill the diverse needs of, and bring about benefits for, patients with cancer and their families."

cardiovascular, diabetology, oncology, pain management and anti-infectives. Dr. Reddyc operates in markets across the globe. Our major markets include . USA, Russia & CIS, Venezuela and India. For more information, log on to: <a href="http://www.drreddys.com">www.drreddys.com</a>

**Disclaimer**: This press release may include statements of future expectations and other forward-looking statements that are based on the managements current views and assumptions and involve known or unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. In addition to statements which are forward-looking by reason of context, the words "may", "will", "should", "expects", "plans", "intends", "anticipates", "believes", "estimates", "predicts", "potential", or "continue" and similar expressions identify forward-looking statements. Actual results, performance or events may differ materially from those in such statements due to without limitation, (i) general economic conditions such as performance of financial markets, credit defaults , currency exchange rates , interest rates , persistency levels and frequency / severity of insured loss events (ii) mortality and morbidity levels and trends, (iii) changing levels of competition and general competitive factors, (iv) changes in laws and regulations and in the policies of central banks and/or governments, (v) the impact of acquisitions or reorganization , including related integration issues.

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