Press Release

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Dr. Reddy's Laboratories announces the launch of Raloxifene HCl Tablets, USP in the U.S. Market

Hyderabad, India, 11 November 2016 **For Immediate Release**

Hyderabad, India and Princeton, NJ, USA. 11 November 2016 - Dr. Reddyøs Laboratories Ltd (BSE: 500124, NSE: DRREDDY, NYSE: RDY) announced today that it has launched Raloxifene hydrochloride tablets in 60 mg, a therapeutic equivalent generic version of Evista® (raloxifene hydrochloride) tablets in the United States market, approved by the U.S. Food & Drug Administration (USFDA).

The Evista® brand and generic had U.S. sales of approximately $265 million MAT for the most recent twelve months ending in September 2016 according to IMS Health*.

Dr. Reddyøs Raloxifene tablets are available in 60 mg in bottle count sizes of 30, 100 and 1,000.

Evista® is a registered trademark of Eli Lilly and Company.

*IMS National Sales Perspective: Retail and Non-Retail MAT September 2016

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About Dr. Reddy's: Dr. Reddyøs 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. Reddyøs 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. Reddyøs operates in markets across the globe. Our major markets include ï USA, India, Russia & CIS countries, and Europe. For more information, log on to: www.drreddys.com

Disclaimer: This press release may include statements of future expectations and other forward-looking statements that are based on the managementøs 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.