

## DR. REDDY'S LABORATORIES LTD.

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## Dr. Reddy's Laboratories announces the First-to-Market launch of the generic version of Ciprodex® (ciprofloxacin 0.3% and dexamethasone 0.1%) Otic Suspension, USP in the U.S. Market

Hyderabad, India, August 11, 2020

For Immediate Release

Hyderabad, India and Princeton, NJ, USA. August 11, 2020 - Dr. Reddy's Laboratories Ltd. (BSE: 500124, NSE: DRREDDY, NYSE: RDY, along with its subsidiaries together referred to as "Dr. Reddy's") today announced the launch of Ciprofloxacin 0.3% and Dexamethasone 0.1% Otic Suspension, USP, a therapeutic equivalent generic version of Ciprodex® (ciprofloxacin 0.3% and dexamethasone 0.1%) Otic Suspension, approved by the U.S. Food and Drug Administration (USFDA).

"We are pleased to launch this first-to-market generic product, illustrating our continued commitment to bring affordable generic medicines to market for patients," says Marc Kikuchi, Chief Executive Officer, North America Generics, Dr. Reddy's Laboratories. "At the same time, this product demonstrates that we are actively expanding the depth of our portfolio with our first otic suspension dosage form."

The Ciprodex® brand had U.S. sales of approximately \$453 million MAT for the most recent twelve months ending in June 2020 according to IQVIA Health\*.

Dr. Reddy's Ciprofloxacin 0.3% and Dexamethasone 0.1% Otic Suspension, USP, is available as 7.5 mL fill in a 10 mL bottle.

Please click [here](#) for full prescribing information.

Ciprodex® is a trademark of Bayer AG.

\*IQVIA Retail and Non-Retail MAT June 2020

RDY-0820-303

**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](http://www.drreddys.com)

**Disclaimer:** This press release may include statements of future expectations and other forward-looking statements that are based on the management's 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, and (vi) the susceptibility of our industry and the markets addressed by our, and our customers', products and services to economic downturns as a result of natural disasters, epidemics, pandemics or other widespread illness, including coronavirus (or COVID-19), and (vii) other risks and uncertainties identified in our public filings with the Securities and Exchange Commission, including those listed under the "Risk Factors" and "Forward-Looking Statements" sections of our Annual Report on Form 20-F for the year ended March 31, 2020. The company assumes no obligation to update any information contained herein."