

## Dr. Reddy's announces the Launch of Over-the-Counter Fexofenadine Hydrochloride 60 mg and Pseudoephedrine Hydrochloride 120 mg Extended-Release Tablets

Hyderabad, India, November 20, 2014

Dr. Reddy's Laboratories (NYSE: RDY) announced today that it has launched its over-the-counter (OTC) Fexofenadine Hydrochloride and Pseudoephedrine Hydrochloride Extended Release Tablets 60 mg / 120 mg, a bioequivalent generic version of Allegra-D® 12 Hour Allergy & Congestion, in the U.S. market on November 18, 2014. Dr. Reddy's ANDA is approved by the United States Food & Drug Administration (USFDA).

The Allegra-D® 12 Hour brand has U.S. sales of approximately \$49.8 million for the latest 52 weeks ending October 6, 2014 for Total US Multi Outlet according to IRI.

Dr. Reddy's Fexofenadine Hydrochloride and Pseudoephedrine Hydrochloride Extended Release Tablets 60 mg / 120 mg is available in a 20 count blister.

### Disclaimer

This press release includes forward-looking statements, as defined in the U.S. Private Securities Litigation Reform Act of 1995. We have based these forward-looking statements on our current expectations and projections about future events. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results to differ materially. Such factors include, but are not limited to, changes in local and global economic conditions, our ability to successfully implement our strategy, the market acceptance of and demand for our products, our growth and expansion, technological change and our exposure to market risks. By their nature, these expectations and projections are only estimates and could be materially different from actual results in the future.

### About Dr. Reddy's

Dr. Reddy's Laboratories Ltd. (NYSE: RDY) is an integrated global pharmaceutical company, committed to providing affordable and innovative medicines for healthier lives. Through its three businesses - Pharmaceutical Services and 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. Major therapeutic focus is on gastro-intestinal, cardiovascular, diabetology, oncology, pain management and anti-infective. Major markets include India, USA, Russia-CIS and Europe apart from other select geographies within Emerging Markets. For more information, log on to: [www.drreddys.com](http://www.drreddys.com)

Allegra-D® 12 Hour is a registered trademark of Aventisub II Inc.

For more information please contact:

### Investors and Financial Analysts:

Kedar Upadhye at [kedar@drreddys.com](mailto:kedar@drreddys.com) /+91-40-66834297  
Saunak Savla at [saunaks@drreddys.com](mailto:saunaks@drreddys.com) /+91-40-49002135  
Ashish Girotra (USA) at [ashishg@drreddys.com](mailto:ashishg@drreddys.com) / +1 609-375-9805

### Media:

Shilpi Lathia at [shilpil@drreddys.com](mailto:shilpil@drreddys.com) +91-40- 49002447

