

Dr. Reddy's commences operations in Nigeria.

New office is part of expansion strategy for India's leading pharma major.

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Dr.Reddy's has expanded its presence in Africa with the opening of its 40th overseas office in Lagos, Nigeria in partnership with Phillips Pharmaceuticals. This distributor-based model will serve the \$280 million Nigerian pharmaceutical market.

The company is initially targeting therapeutic areas like gastroenterology, diabetes and cancer. The first phase of launch will see major brands like Omez, Reclide, Diavista, Osetron and Docetere 20mg (from amongst the range of oncology drugs) being introduced in the Nigerian market.

Commenting on the opening of the new office, Rajesh Kumar, Head- AMEEERA region said, "we are committed to bringing quality and affordable medicine to people across the world and the initiation of our Nigerian operations is one more step in that direction. With the introduction of our leading brands, we are extremely confident of making our presence felt among the Nigerian medical community".

Notes to the editor:

- The Branded Formulations Business of Dr Reddy's operates from six geographic regions: India & SAARC, Russia & CIS countries, China, Latin America, South Africa & AMEERA (Asean Middle East Eastern Europe Rest of Africa)
- In Africa, Dr.Reddy's already has presence in South Africa, Ghana, Sudan, Kenya, Uganda, Tanzania, Rwanda and The Democratic Republic of Congo.

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

Established in 1984, Dr. Reddy's Laboratories (NYSE: RDY) is an emerging global pharmaceutical company with proven research capabilities. The Company is vertically integrated with a presence across the pharmaceutical value chain. It produces finished dosage forms, active pharmaceutical ingredients and biotechnology products and markets them globally, with focus on India, US, Europe and Russia. The Company conducts research in the areas of diabetes, cardiovascular, anti-infectives, inflammation and cancer.

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