

Press Release



For your business and technology editors

Dr. Reddy's enters the Dermatology topical steroid market with the launch of 'Ultravex™' - (Halobetasol)

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Ultravex™ (Halobetasol) has been launched nationwide in June marking the entry of Dr. Reddy's Dermatology in the topical steroid Rs.100 crore market. Halobetasol is a super- potent steroid and hence has a higher efficacy associated with the product. Ultravex™ is currently available in 10 gm pack and is used in the treatment of Psoriasis and Chronic Dermatoses.

The topical steroid market is the second most prescribed category by dermatologists with nearly 2.5 crore units sold every year. With the launch of this product, Dr.Reddy's steps into a mass speciality area which has an higher incidence of prescription due to its indication (Psoriasis and Chronic Dermatoses).

Notes to the editor:

- The topical steroid market which is a 100 crore market growing at the rate of 11%.
- The initial prescription responses for Ultravex™ are very encouraging.

Brief mode of action of Ultravex

- Like other topical corticosteroids, halobetasol propionate has anti-inflammatory and antipruritic effects.
- Corticosteroids are thought to act by the induction of Lipocortins which prevent the formation of prostaglandins and leukotrienes.
- Both prostaglandins and leukotrienes are mediators which lead to inflammation. Halobetasol acts by blocking their production, thus acting as an anti-inflammatory agent.
- Leading brands of Dr.Reddy's in this segment are Acetec and Venusia

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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