

## Dr. Reddy's launches Bispec™ in India

**June 23, 2009, Hyderabad**

Dr. Reddy's Laboratories Ltd. (NYSE: RDY) has launched Bispec™ (Solifencin Succinate) in India. Used in the management of Over Active Bladder (OAB), Bispec™ is the best-in-class for OAB and has lesser incidence of dry mouth and constipation.

People suffering from OAB have a warning time of about 12 seconds. Solifencin Succinate helps increase the warning time to about 32 seconds.

Bispec™ is available in tablet form, and in dosages of 5 mg and 10 mg.

### Notes to the editor:

- The market size for products used in the treatment of OAB is about Rs 194 million growing at 7% ( source ORG MAT April 2009)

Brief mode of action of Bispec™:

- Solifencin acts by competitively inhibiting Acetyl choline from binding to cholinergic receptors present in bladder.
- This reduces bladder contractions and improves warning time in over active bladder patients.
- Solifencin Succinate is highly receptor (M3) specific and has superior pharmacokinetic profile
- Other leading brand of Dr. Reddy's in this segment is TORQ.
- Warning Time: Period between first sensation of urgency and urination in patients with OAB syndrome
- Globally June 22 – 28 is celebrated as the World Continence Week

### 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. We fulfill our purpose of providing affordable and innovative medicines through three core businesses: Pharmaceutical Services and Active Ingredients, Global Generics and Proprietary Products. Our products are marketed globally, with a focus on India, US, UK, Germany and Russia.

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

*For more information please contact:*

#### **Investors and Financial Analysts:**

Kedar Upadhye at [kedar@drreddys.com](mailto:kedar@drreddys.com) / +91-40-66834297  
Raghavender R at [raghavenderr@drreddys.com](mailto:raghavenderr@drreddys.com) / +91-40-66511529  
Milan Kalawadia (USA) at [mkalawadia@drreddys.com](mailto:mkalawadia@drreddys.com) / 908-203-4931

#### **Media:**

M Mythili at [mythilim@drreddys.com](mailto:mythilim@drreddys.com) / +91-40-66511620  
S Rajan at [rajans@drreddys.com](mailto:rajans@drreddys.com) / +91-40- 66511725