

Press Release



For your business and technology editors

Dr. Reddy's commences operations in Philippines. *Expands presence in the ASEAN region*

September 28, 2007, Hyderabad

Dr.Reddy's has expanded its presence in the ASEAN region with the opening of its 41st overseas office in Manila, Philippines in partnership with Britton Marketing Corporation, a sister company of Britton Distributions, Inc. This distributor-based model will serve the US \$1.8 billion Philippines pharmaceutical market, which is growing at over 10% annually.

The company is initially targeting therapeutic areas like cardiology, diabetology, gastroenterology and pain management. The first phase of launch will see major brands like Omez(Omeprazole), Stamlo M(Amlodipine maleate), Resilo (Losartan) ,Reclide(Gliclazide), Cardiopril(Ramipril), Rafree(Meloxicam), Ciprolet(Ciprofloxacin), and Finast(Finasteride) being introduced in the Philippines market.

Commenting on the opening of the new office, Rajesh Kumar, Head- AMEEERA region said, "Accessibility of quality and affordable medicines is among the pressing issues in Philippines today. It is one of the key markets in the ASEAN region for us and being a leader in the generics space, Dr. Reddy's has a lot to offer to the Filipino medical community and the people of Philippines. BMC has a strong marketing presence in the healthcare products market and together with Dr. Reddy's, is ideally placed to serve this market".

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 ASEAN, Dr. Reddy's already has presence in Myanmar, Vietnam, Cambodia, Malaysia, Singapore, and Thailand

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, inflammation and cancer.

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