

## Dr. Reddy's launches Supanac® - (Diclofenac potassium)

**January 16, 2007, Hyderabad**

Dr. Reddy's has launched Supanac® (Diclofenac potassium immediate release 50 mg tablets) in India, increasing its offering in the Rs 2700 crores (~ \$688 million) NSAID market. (Source: IMS ORG June MAT '07).

Supanac® is in-licensed from Applied Pharma Research (APR), Switzerland and is used for Acute Pain management. This patented product has been developed by Dynamic Buffered Technology (DBT) making it a superior formulation of Diclofenac, which reaches peak plasma concentration approximately four times faster than Diclofenac enteric coated preparations thereby ensuring faster pain relief

### Notes to the editor:

- The NSAID market size is about Rs 2700 crores (~ \$688 million) (Source: IMS ORG June MAT '07), growing at the rate of 20%.
- Diclofenac comes under the category of NSAIDs (Non-steroidal Anti-inflammatory drugs). It has been marketed in India for more than 15 years and it is widely used for pain management.
- Supanac® is available in strips of 10 tablets each.
- Leading brands of Dr. Reddy's in this segment are Nise and Retoz

### Brief mode of action of Supanac

- Supanac® is a Non-steroidal anti-inflammatory (NSAID) drug that exhibits analgesic, anti-pyretic and anti-inflammatory activities
- Supanac® as other NSAIDs; acts by prostaglandin synthetase inhibition.

### 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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