

**PROMIUS PHARMA, LLC LAUNCHES
EPICERAM® SKIN BARRIER EMULSION**
A New Approach to Treatment of Atopic Dermatitis

Bridgewater, NJ – October 2008 – Promius Pharma, LLC, a wholly owned subsidiary of Dr. Reddy’s Laboratories (NYSE: RDY) announced the launch of its first product, **EpiCeram® Skin Barrier Emulsion**. EpiCeram Emulsion is a novel prescription therapy for the treatment of atopic dermatitis, a skin disease that affects more than 15 million Americans at an estimated cost of \$1 billion annually. Promius Pharma launches EpiCeram Emulsion this week at the 27th Annual Fall Clinical Dermatology Conference, attended by over 400 dermatologists and healthcare providers.

EpiCeram Emulsion is based on scientific advances in the understanding of the skin barrier and its role in the pathogenesis of atopic dermatitis. EpiCeram Emulsion provides an optimal 3:1:1 ratio of ceramides, free fatty acids and cholesterol to help repair the damaged skin barrier in-order to relieve the signs and symptoms of atopic dermatitis.

“We are very excited about the launch of EpiCeram Skin Barrier Emulsion,” said Jeffrey Wasserstein, Executive Vice President of Promius Pharma. “This product was developed to specifically address the defective skin barrier of atopic patients to safely and effectively control the signs and symptoms of atopic dermatitis. We are proud that EpiCeram Emulsion is our first commercialized product because it aligns with our core strategy of striving to meet unmet medical needs. EpiCeram has the potential to change how doctors treat mild to moderate atopic dermatitis.”

#

About Promius Pharma, LLC

Promius Pharma is a wholly owned, branded specialty company, of Dr. Reddy’s Laboratories Inc. It is located in Bridgewater, NJ. Promius Pharma is a focused, leading-edge company that develops and markets innovative solutions for challenging dermatological conditions with an eye to the future to redefine therapeutic options for physicians and patients.

Please see attached EpiCeram Patient Information sheet for full prescribing information and contraindications. For more information visit www.promiuspharma.com or www.EpiCeram.com

Contact: Suzanne Lane
The Lane Communications Group
212.757.6880
slane@thelcgroup.com