

DR REDDYS LABORATORIES LTD

Form 6-K

July 08, 2009

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**FORM 6-K**  
**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**  
**Report of Foreign Private Issuer**  
**Pursuant to Rule 13a-16 or 15d-16**  
**of the Securities Exchange Act of 1934**

**For the Month of June 2009**

**Commission File Number 1-15182**

**DR. REDDY S LABORATORIES LIMITED**

(Name of Registrant)

**7-1-27, Ameerpet**

**Hyderabad, Andhra Pradesh 500 016, India**

**+91-40-23731946**

(Address of Principal Executive Offices)

Indicate by check mark whether registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F

Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): \_\_\_\_\_

**Note:** Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): \_\_\_\_\_

**Note:** Regulation S-T Rule 101(b)(7) only permits the submission in paper of a Form 6-K if submitted to furnish a report or other document that the registrant foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's home country), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and, if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes

No

If Yes is marked, indicate below the file number assigned to registrant in connection with Rule 12g3-2(b):

Not applicable.

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- (1) Press Release, Dr. Reddy s announces ANDA approval of Omeprazole Mg OTC , June 9, 2009.
  - (2) Press Release, Dr. Reddy s announces strategic alliance with GSK for Emerging Markets , June 15, 2009.
  - (3) Press Release, Dr. Reddy s launches Bispec in India , June 23, 2009.
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**Press Release**

Dr. Reddy s Laboratories Ltd.  
7-1-27 Ameerpet  
Hyderabad 500 016 India

Tel: 91 40 373 1946  
Fax: 91 40 373 1955

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

**Dr. Reddy s announces ANDA approval of Omeprazole Mg OTC**

**Hyderabad, India, June 9, 2009** Dr. Reddy s Laboratories (NYSE: RDY) today announced that the U.S. Food and Drug Administration has granted approval of the Company s Abbreviated New Drug Application (ANDA) for Omeprazole Mg OTC. Shipment of the product will be phased over the remainder of the fiscal year 2010 with the first shipment likely to commence in early Q2 of fiscal year 2010.

Omeprazole Mg is indicated for the treatment of heartburn. Dr. Reddy s formulation contains 20.6mg Omeprazole Mg and the dosage form is a capsule.

**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 whose purpose is providing affordable and innovative medicines for healthier lives. Dr. Reddy s is vertically integrated with a presence across the pharmaceutical value chain through its core businesses of Global Generics, Pharmaceutical Services & Active Ingredients (PSAI), and Proprietary Products, which includes New Chemical Entities, Generic Biopharmaceuticals and Differentiated formulations. The company s products are marketed globally, with a focus on India, US, Europe and Russia. For more information please see: [www.drreddys.com](http://www.drreddys.com)

*For more information please contact:*

**Investors and Financial Analysts:**

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Raghavender R at [raghavenderr@drreddys.com](mailto:raghavenderr@drreddys.com) /+91-40-66511529

Milan Kalawadia (North America) at [mkalawadia@drreddys.com](mailto:mkalawadia@drreddys.com) / +1 908-203-4931

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**Dr. Reddy s announces strategic alliance with GSK for Emerging Markets  
Partnership covers Generics and Differentiated Formulations**

**June 15, 2009, Hyderabad** Dr. Reddy s Laboratories (NYSE: RDY) today announced a partnership with GlaxoSmithKline plc (GSK) to develop and market select products across emerging markets outside India.

Under the terms of the agreement, which is effective immediately, GSK will gain access to Dr. Reddy s rich and diverse portfolio and future pipeline of more than 100 branded pharmaceuticals in fast growing therapeutic segments such as cardiovascular, diabetes, oncology, gastroenterology and pain management.

Commenting on the collaboration, **GV Prasad, Vice Chairman & CEO, Dr. Reddy s** said, We are extremely pleased to combine forces with GSK, a global leader, to fully realize the potential of our strengths in technology, product development and manufacturing across a range of high growth emerging markets. We hope to take our purpose of providing affordable and innovative medicines to a much wider population through this partnership.

The products will be manufactured by Dr. Reddy s and will be licensed and supplied to GSK in various emerging markets such as Africa, the Middle East, Latin America and Asia Pacific excluding India. Revenues will be reported by GSK and will be shared with Dr. Reddy s as per agreed terms. In certain markets products will be co-marketed by Dr. Reddy s and GSK.

**Abbas Hussain, President Emerging Markets, GlaxoSmithKline added:** This is another significant step forward in our strategy to grow and diversify GSK s business in emerging markets. Growth in both population and economic prosperity is leading to increased demand for branded pharmaceuticals. This new alliance will combine Dr. Reddy s portfolio of high quality branded pharmaceuticals together with GSK s extensive sales and marketing capabilities. Together we will be able to deliver more medicines of value to more patients in these countries.

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**About GSK**

GlaxoSmithKline one of the world's leading research-based pharmaceutical and healthcare companies is committed to improving the quality of human life by enabling people to do more, feel better and live longer. **www.gsk.com**

*For more information please contact:*

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**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

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

DR. REDDY S LABORATORIES LIMITED  
(Registrant)

Date: July 8, 2009

By: /s/ V.S. Suresh  
Name: V.S. Suresh  
Title: Company Secretary