

DR REDDYS LABORATORIES LTD

Form 6-K

September 03, 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 August 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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**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 launches FINRID™ in India  
- Enters transdermal patch segment**

*August 05, 2009, Hyderabad*

Dr. Reddy's Laboratories Ltd. (NYSE: RDY) has launched Finrid™ (Fentanyl Transdermal Patch) in India. Used in the management of severe to moderate pain, Finrid™ provides continuous systemic delivery of Fentanyl, a potent opioid analgesic for up to 72 hours. It is the first opioid transdermal patch to be developed in India.

Being a controlled substance, Finrid™ will be sold through an independent distribution structure and will be available across hospitals and palliative care centers in India.

Finrid™ is available in a transdermal patch form, and delivers dosages of 25 mcg/hr and 50 mcg/hr depending on the patch used.

**Notes to the editor:**

Brief mode of action of Finrid™:

A Transdermal Patch is a medicated adhesive patch that is placed on the skin to deliver a specific amount of drug through the skin and into the bloodstream.

One of the many advantages over transdermal drug delivery is that it provides a long lasting controlled release of the drug into the patient.

The transdermal patches would provide pain relief especially in targeted patients who have chronic pain suffering from cancer, rheumatoid arthritis among other problems.

The product has been in-licensed from Sparsha Pharma.

**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)



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*For more information please contact:*

**Investors and Financial Analysts:**

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**Dr. Reddy's launches Strea™ Professional in India**

- Forays into aesthetics segment in India

**August 13, 2009, Hyderabad**

Dr. Reddy's Laboratories Ltd. (NYSE: RDY) has launched Strea™ Professional, the company's first product in the non-invasive aesthetics segment in India. It is the first Bi-phasic superficial peel for specific imperfections available in India.

Strea™ Professional comes in three variants: Strea™ Professional Acne, Strea™ Professional Dyschromia and Strea™ Professional Forte and is available through leading Cosmetologist, Dermatologists and Plastic Surgeons across the country.

The product has been in-licensed from Gruppo Phitogen, Italy.

**Notes to the editor:**

The market size is about Rs 100 crores growing at 35% (source: Indian Aesthetic Industry: A Primer: Market Report by Konzept Analytics, May 2008)

Brief note on Strea™ Professional:

Strea™ Professional being bi-phasic, the first phase contains a combination of hydroxy acids and hydroxy acids such as Glycolic acid, lactic acid, mandelic acid and salicylic acid which helps in removal of corneal layer effectively and leaves a fresh healthy and youthful looking skin. Phase 2 contains specific ingredients that are specific to acne, dyschromia & photo and ageing helps in improving the specific imperfections.

It helps remove blemishes, lightens pigmented spots, effaces wrinkles as well as helps improve the luminosity of the skin. It can be used by people who are prone to developing acne.

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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: September 3, 2009

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

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