

## Promius Pharma Presents New Data Around Sernivo™ (betamethasone dipropionate) Spray, 0.05%

### - Phase III Clinical Data Also Being Published in Upcoming Issues of the Journal of Drugs in Dermatology

Princeton, NJ – March 18, 2016 – Promius Pharma LLC, a subsidiary of Dr. Reddy's Laboratories Ltd. (NYSE: RDY), announced today that publication of key phase III clinical data for Sernivo Spray will appear in the February and March issues of the Journal of Drugs in Dermatology. Additionally, eight clinical posters featuring data around Sernivo Spray were presented at recent key dermatology conferences. Sernivo Spray is an FDA approved prescription topical steroid indicated for the treatment of mild to moderate plaque psoriasis in patients 18 years of age or older.

"Our data featuring the safety and efficacy of Sernivo Spray showcases Promius Pharma's commitment to a deep expertise in research and development, as well as continuing clinical excellence," commented Raghav Chari, Executive Vice President of Proprietary Products at Dr. Reddy's and President of Promius Pharma. "We're excited to be able to offer Sernivo Spray to our physicians in the coming quarter."

Healthcare providers can email [contactus@promiuspharma.com](mailto:contactus@promiuspharma.com) for more information and on Sernivo Spray or its clinical data.

### **Important Safety Information**

SERNIVO Spray can produce reversible hypothalamic-pituitary-adrenal (HPA) axis suppression with the potential for glucocorticosteroid insufficiency. Systemic effects of topical corticosteroids may also manifest as Cushing's syndrome, hyperglycemia or unmasking of latent diabetes mellitus, and glucosuria. These events are rare and generally occur after prolonged exposure to larger than recommended doses, particularly with high-potency topical corticosteroids. Do not use if atrophy is present at the treatment site. Do not use with occlusive dressings. Avoid use on the face, scalp, axilla, groin or other intertriginous areas. Use of SERNIVO Spray is not recommended in pediatric patients as they are more susceptible to systemic toxicity. Allergic contact dermatitis may occur. The most common adverse reactions ( $\geq 1\%$ ) were application site pruritus, burning and/or stinging, pain, and atrophy. Local reactions and skin atrophy are more likely to occur with occlusive use, prolonged use, or use of higher potency corticosteroids. These are not all the possible side effects of SERNIVO Spray. Please also see Full Prescribing Information at [www.sernivo.com](http://www.sernivo.com)

**About Promius Pharma:** Promius Pharma is a wholly owned subsidiary of Dr. Reddy's Laboratories, one of largest and most respected pharmaceutical companies in the world. Our approach to product development relies heavily on converting deep insights gained from patients and physicians combined with strong collaborations with KOLs throughout the development continuum into highly innovative product concepts. Current R&D pipeline and commercialized products address the needs of patients with dermatological and neurological conditions. The company has successfully established a robust commercial infrastructure and leverages the extensive research and development capabilities available through its parent company. For more information, log on to [www.promiuspharma.com](http://www.promiuspharma.com).

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