



RANBAXY

**Daiichi Sankyo to Launch Innovator Products in Mexico through Ranbaxy
Companies to Fully Leverage the Synergistic Power of the Hybrid Business Model**

February 10, 2010, Tokyo, Japan and Gurgaon, India - Daiichi Sankyo Company Limited (“Daiichi Sankyo”) and Ranbaxy Laboratories Limited (“Ranbaxy”) today announced specific plans to introduce innovator products of Daiichi Sankyo in Mexico through the marketing division (“Daiichi Sankyo Division”) that was created last year within Ranbaxy’s Mexican subsidiary, Ranbaxy Mexico S.A. de C.V. (“Ranbaxy Mexico”).

Daiichi Sankyo and Ranbaxy Mexico (collectively “the companies”) have agreed to commercialize olmesartan medoxomil, an antihypertensive discovered by Daiichi Sankyo, in Mexico.

Additionally, the companies have agreed to promote prasugrel, an antiplatelet co-developed by Daiichi Sankyo and Eli Lilly and Company (“Lilly”), in Mexico. Prasugrel will be co-promoted by Lilly’s affiliate in Mexico.

In preparation for the launch and swift market penetration of olmesartan medoxomil and prasugrel, Daiichi Sankyo Division will be hiring a dedicated team of medical representatives.

“We are excited about bringing our innovative products to the patients and doctors in Mexico,” said Takashi Shoda, President & CEO of Daiichi Sankyo. “Olmesartan medoxomil and prasugrel are two of our flagship products and I believe they will offer excellent therapeutic options in Mexico.”

Remarking on the development, Atul Sobti, CEO and Managing Director of Ranbaxy, said, *“The introduction of olmesartan and prasugrel will reinforce the commitment of Ranbaxy and Daiichi Sankyo to deliver innovator products to the Mexican market. We will continue to leverage our individual strengths to offer quality medication to the masses and support their healthcare needs.”*

Olmesartan medoxomil is a member of the angiotensin receptor blocker (ARB) class of antihypertensive medications that help lower blood pressure by blocking the angiotensin II receptor on the blood vessels and antagonizing the release of the hormone which causes salt retention and increased blood volume. Olmesartan medoxomil is available in more than 50 countries worldwide.

Prasugrel, to be marketed as Effient in Mexico, is an antiplatelet agent invented by Daiichi Sankyo and its Japanese research partner Ube Industries, Ltd. Daiichi Sankyo and Lilly co-developed prasugrel as a treatment, initially for patients with acute coronary syndromes who are managed with an artery-opening procedure known as percutaneous coronary intervention.

Mexico, with an estimated population of 107 million people, is the second biggest market in Latin America and is the 11th largest pharmaceutical market in the world, commanding a market size of USD \$10.3 Bn.

About Daiichi Sankyo Company, Limited

A global pharma innovator, Daiichi Sankyo Company, Ltd., was established in 2005 through the merger of two leading Japanese pharmaceutical companies. This integration created a more robust organization that allows for continuous development of novel drugs that enrich the quality of life for patients around the world. A central focus of Daiichi Sankyo's research and development are thrombotic disorders, malignant neoplasm, diabetes mellitus, and autoimmune disorders. Equally important to the company are hypertension, hyperlipidemia or atherosclerosis and bacterial infections. For more information, visit www.daiichisankyo.com.

About Ranbaxy Laboratories Limited

Ranbaxy Laboratories Limited, India's largest pharmaceutical company, is an integrated, research based, international pharmaceutical company producing a wide range of quality, affordable generic medicines, trusted by healthcare professionals and patients across geographies. Ranbaxy's continued focus on R&D has resulted in several approvals in developed markets and significant progress in New Drug Discovery Research. The Company's foray into Novel Drug Delivery Systems has led to proprietary "platform technologies," resulting in a number of products under development. The Company is serving its customers in over 125 countries and has an expanding international portfolio of affiliates, joint ventures and alliances, ground operations in 46 countries and manufacturing operations in 7 countries. Ranbaxy is a member of the Daiichi Sankyo Group. Daiichi Sankyo is a leading global pharma innovator, headquartered in Tokyo, Japan.

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