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FOR IMMEDIATE RELEASE

Sun Pharma announces USFDA approval for generic Strattera® Capsules

Company receives 180 days marketing exclusivity

Mumbai, August 31, 2010: Sun Pharmaceutical Industries Ltd. (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE:SUNPHARMA, BSE: 524715) announced that USFDA has granted its subsidiary an approval for its Abbreviated New Drug Application (ANDA) to market a generic version of Strattera ®, atomoxetine hydrochloride capsules.

These generic atomoxetine hydrochloride capsules are equivalent to Eli Lilly's Strattera ® capsules and include six strengths: 10 mg, 18 mg, 25 mg, 40 mg, 60 mg, and 100 mg.

Annual sale in US for these strengths of branded and generic atomoxetine hydrochloride capsules is estimated at over $ 530 million.

Atomoxetine Hydrochloride capsules are indicated for the management of attention deficit hyperactivity disorder in children aged 6 and older,teens and adults.

Stattera® is a registered trademark of ***Eli Lilly and Co.***

About Sun Pharma

Established in 1983, listed since 1994 and headquartered in India, Sun Pharma (Reuters: SUN.BO, Bloomberg: SUNP IN, NSE:SUNPHARMA, BSE: 524715) is an international, integrated, speciality pharmaceutical company. It manufactures and markets a large basket of pharmaceutical formulations as branded generics as well as generics in India, US and several other markets across the world. In India, the company is a leader in niche therapy areas of psychiatry, neurology, cardiology, diabetology, gastroenterology, orthopedics and ophthalmology. The company has strong skills in product development, process chemistry, and manufacturing of complex API, as well as dosage forms. More information about the company can be found at www.sunpharma.com.

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