



Cricket, Sweets, and X: Colgate-Palmolive India, Jio, and Swiggy make the most of the IPL frenzy

Mumbai, 2 May 2024: Colgate-Palmolive India indulged in a playful exchange alongside notable brands Jio and Swiggy, during the much-awaited Chennai Super Kings vs. Punjab Kings IPL match on May 1st. This delightful interaction, initiated on X (formerly Twitter), was a special serve to add to the ongoing Indian Sweets League campaign by Colgate-Palmolive India, promising an engaging experience for IPL fans and sweet aficionados alike.

As viewers held their breath wicket on wicket, the three brands engaged in an unexpected, witty banter that set the mood for the celebrations. This added a little fun and excitement to the game of cricket and fostered connections among fans of the Indian Sweets League and cricket enthusiasts.



Commenting on the Indian Sweets League, **Gunjit Jain, Executive Vice President, Marketing, Colgate-Palmolive India**, stated, *"The last thing that millions of Indians put on their teeth is sugar, not toothpaste. This behavior gets heightened during the IPL season as Indians watch with rapt attention while munching on snacks, and ending it with a sweet celebration as their team wins the match. Our new*



campaign reminds IPL-loving Indians to enjoy cricket, but also protect themselves from cavities by taking a strategic time-out to brush their teeth at night.”

Catch Colgate’s “Indian Sweets League” every night during the IPL matches on JioCinema. Join in the fun, enjoy the matches, savour your favourite sweets, and remember to always end your day on a high note with a winning oral care routine.

Stay tuned for live updates and join the conversation on X (formerly Twitter) using the hashtag #IndianSweetsLeague.

About Colgate-Palmolive (India) Limited

Colgate-Palmolive is a caring, innovative growth company committed to reimagining a healthier future for all people and the planet. Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country, dedicated to delivering sustainable, profitable growth for its shareholders while fostering an inclusive workplace for its people. With a primary focus on Oral Care & Personal Care in the Indian market, the company is recognized for its leadership and innovative efforts in advancing sustainability and community well-being. For more information about Colgate’s global business and its efforts in building a future to smile about, visit: www.colgatepalmolive.co.in

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