



COLGATE MAXFRESH MAXIMIZES FRESHNESS WITH CHARCOAL & WINTERGREEN MINT

Unique black gel toothpaste infused with cooling crystals that energizes the start of your day

India, 05th December 2022: Colgate-Palmolive (India) Limited, the market leader in oral care, launched the all-new 'Charcoal' variant in their gel-based Colgate MaxFresh toothpaste with an ad campaign featuring brand ambassador Ranveer Singh. The toothpaste is infused with cooling crystals which is unique to the MaxFresh range.

The MaxFresh Charcoal toothpaste has not just cleansing ability but also refreshing essence of wintergreen mint along with bamboo charcoal. This gives a blast of freshness that helps keep the mouth refreshed and the person feeling energized.

Mr. Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive (India) Limited said, *"We are very excited to launch the new MaxFresh Charcoal toothpaste - with cooling crystals and the cleansing power to give you a never before energizing wake-up experience. And it's great to again partner with the iconic Ranveer Singh as he explodes into the day with the freshening power of MaxFresh Charcoal toothpaste and inspires the viewers to "Wake-up Max, Live-up Max" !"*

Colgate MaxFresh Charcoal Toothpaste comes in a striking black and red stylized pack. This hard-to-miss variant comes in 4 sizes, i.e. 30 gm, 65 gm, 130 gm, 260 gms. Colgate MaxFresh has a successful history of over two decades in India and is one of Colgate's largest selling toothpastes. It caters to more than 10 cr households with an advanced breath-freshening technology. Colgate MaxFresh has a range of breakthrough Toothpastes and Mouthwashes available across offline and online channels.

About Colgate-Palmolive (India) Limited:

Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country, that seeks to deliver sustainable, profitable growth and maximize shareholder returns and to provide its people with an innovative and inclusive work environment. The organization has adopted sustainability, diversity, equity, inclusion, and social responsibility strategies that help make people's lives healthier and more enjoyable. The company manufactures and markets toothpastes, toothpowder, toothbrushes, oil pulling products and mouthwashes under the 'Colgate' brand, and a specialized range of personal care products under the 'Palmolive' brand. It is a caring, innovative growth company, reimagining a healthier future for all people and our planet. Colgate has been ranked as India's #1 Most Trusted Oral Care Brand for the ninth consecutive year, from 2011 to 2019, by The Economic Times - Brand Equity - Most Trusted Brands Survey, conducted by Nielsen. Colgate has also been ranked as the Most Trusted Oral Hygiene Brand by TRA's Brand Trust India Study Report for the ninth consecutive year, from 2011 to 2019. For more information about Colgate's business and products, visit: www.colgatepalmolive.co.in

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