

Rahul Dravid Endorses Colgate Total to Champion Oral Health as a Performance Edge

Mumbai, 20 February, 2026: In a landmark move for the oral care category, Colgate-Palmolive (India) Limited onboarded the cricket icon Rahul Dravid as the new brand ambassador for Colgate Total. The partnership marks a shift in the oral care narrative—moving from hygiene to performance ritual - positioning peak oral health for peak performance on the field.

Why Oral Health is a Performance Variable

Scientific research indicates that the mouth is a primary gateway to your body. Germs in the mouth can enter your body's cardiovascular and musculoskeletal systems, fueling inflammation, slowing

down recovery and thereby impacting athletic performance.

From Awareness to Action

This connection between health and performance is a conviction Rahul Dravid has long held. Reflecting on his evolution as an athlete—as briefly discussed during his appearance on *Breakfast with Champions show*—Rahul Dravid highlighted how elite performance is the sum of small, disciplined choices. He noted that while fans see the runs, the real work happens in the unseen habits—like recovery, nutrition, and oral health—that allow an athlete to show up at 100% every single day.

The partnership debuts with a high-impact campaign that reframes oral health as the hidden 1% edge in peak performance. In today's hyper-competitive world, excellence is built on optimizing every detail—from sleep cycles and nutrition to recovery and mental training. Colgate Total's new campaign expands this performance framework, reinforcing that peak oral health is an essential part of the disciplined ecosystem that supports strength, stamina, and consistency.

Preventing Problems Before They Start

Powered by patented Dual Zinc + Arginine technology, the formula proactively fights germ build-up 3X more effectively and hence prevents top 8 dental problems before they even start.

Rahul Dravid, Brand Ambassador for Colgate Total said, *"When it comes to sports performance, every detail counts. Oral health is one such detail - so much so that teams across the world & coaches like Hansi Flick now mandate dental exams for their team. That's where Colgate Total comes in for me, it prevents 8 dental problems, giving you that proactive edge"*

Gunjit Jain, EVP, Marketing, Colgate-Palmolive (India) Limited, added *"At Colgate, we are constantly looking for the 'marginal gains' that define peak performance. While athletes have long optimized sleep and nutrition, Oral Health remains the 'hidden edge' in sports. The link is rooted in science: germs in the mouth can enter the body, impeding muscle recovery and stamina. By partnering with Rahul Dravid - the ultimate personification of discipline - we are making this hidden edge mainstream. This isn't just a campaign, it's a shift in the performance paradigm, powered by Colgate Total superior technology with that fights germ build-up 3x better, preventing 8 dental problems."*

Designed as a high-impact campaign, it will be amplified across digital social media, and influencer-led content. The campaign reinforces Colgate's commitment to science-backed oral care solutions that encourage consumers to take a proactive approach to their overall wellbeing.

Link to the films:

IQ: <https://youtu.be/zBijKorou0M>

RD Ranking: <https://youtu.be/uY1k-ue7gRk>

Most Googled: <https://youtu.be/x3IURiACel8>

About Colgate-Palmolive (India) Limited

Colgate-Palmolive is a caring, innovative growth company that is reimagining a healthier future for all people, and the planet. Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country, committed to delivering sustainable, profitable growth for its shareholders, while fostering an inclusive workplace for its people. With a primary focus on science-led innovations in 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. Among its recent accomplishments, the company has made significant strides in reducing plastic waste and promoting recyclability, conserving water and energy at its manufacturing facilities, empowering women with financial and digital literacy and enhancing children's oral health through its flagship, Colgate Bright Smiles, Bright Futures® program. For more information about Colgate's global business and how it is building a future to smile about, visit: www.colgatepalmolive.co.in

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