



COLGATE-PALMOLIVE (INDIA) LIMITED

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www.colgatepalmolive.co.in
CIN : L24200MH1937PLC002700

September 25, 2025

The Secretary
BSE Limited
P.J. Towers, 25th floor
Dalal Street
Mumbai-400001

Scrip Code: 500830

The Manager – Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block – G
Bandra – Kurla Complex
Bandra (East), Mumbai 400 051

Symbol: COLPAL
Series: EQ

Dear Sir(s),

Sub: Media Release

Please find enclosed the Media Release titled *Colgate Marks Historic Global Milestone: Over 2 Billion Children Benefiting from Colgate Bright Smiles, Bright Futures®* issued on September 25, 2025.

The copy of the same is attached herewith and will also be available on the Company's website at <https://www.colgatepalmolive.co.in/>

Kindly take the above on record.

Thank you.

Yours Sincerely,
For Colgate-Palmolive (India) Limited

SURENDER
KUMAR SHARMA

Digitally signed by SURENDER
KUMAR SHARMA
Date: 2025.09.25 11:22:50
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Surender Sharma
Whole-time Director – Legal &
Company Secretary
DIN: 02731373
Encl: a/a

Colgate Marks Historic Global Milestone: Over 2 Billion Children Benefiting from Colgate Bright Smiles, Bright Futures®

Over 185 Million children and families engaged pan India with significant partnerships with state governments

Mumbai, 25 September 2025: Colgate today announced a historic milestone for its flagship oral health education initiative, Colgate Bright Smiles, Bright Futures® (BSBF) which has reached **2 billion children** worldwide. In India, the BSBF program continues to make a profound impact, having reached over **185 million children and their families** till date.

Since its inception in 1991, BSBF has globally bridged gaps in oral healthcare by delivering education, free dental screenings, and treatment access to underserved communities embodying Colgate's vision of creating healthier smiles for everyone. By partnering with parents, teachers, governments, NGOs and dental professionals, Colgate combines its expertise to accelerate progress through their curriculum and advocacy, ensuring that prevention and good oral hygiene remains a top health priority.

Oral health remains a critical concern in India, particularly neglected in children. Socioeconomic factors, lack of awareness, and disparity in access to dental care lead to strong indicators of oral disease like tooth decay and gum disease.

Ms. Shilpashree Muniswamappa, Director – ESG & Communications, Colgate-Palmolive (India) Limited, said:

"At Colgate, we are committed to supporting India's vision of moving from reactive to preventive healthcare. We believe the most meaningful way to

achieve this is by working together through Public-Private-Policy Partnerships (PPPP). Our Colgate Bright Smiles, Bright Futures program, in collaboration with education and healthcare departments in states like Uttar Pradesh, Maharashtra, Assam, Bihar, Andhra Pradesh, Kerala and Goa, is already demonstrating how collective action can drive awareness and inspire behavior change. Each year, we aim to reach over 10 million children and their families, helping to build strong oral health habits that can positively impact communities for generations to come.”

As India's healthcare landscape continues to evolve, Colgate remains committed to ensuring every child, from bustling metros to remote villages, has access to the education that transforms smiles and builds confidence for life.

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 the 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.

MEDIA CONTACTS

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