



COLGATE-PALMOLIVE (INDIA) LIMITED

Regd. Office :  
Colgate Research Centre,  
Main Street,  
Hiranandani Gardens,  
Powai,  
Mumbai - 400076.  
Tel. : (91 22) 67095050  
[www.colgatepalmolive.co.in](http://www.colgatepalmolive.co.in)  
CIN : L24200MH1937PLC002700

April 2, 2025

The Secretary  
BSE Limited  
P.J. Towers, 25<sup>th</sup> 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 *A Blooming Surprise: This New Flower Species Turns Discovery Into Realisation* issued on April 2, 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 Sharma  
Whole-time Director – Legal &  
Company Secretary  
DIN: 02731373

Encl: a/a



## **A Blooming Surprise: This New Flower Species Turns Discovery Into Realisation.**

**Mumbai, 2nd April, 2025:** *India has long been a country that finds value in prolonging the life of everyday objects. This habit of extending an item's utility period is ingrained in Indian culture, but some things aren't meant to last forever. Especially when it comes to hygiene. Millions of Indians continue using their toothbrushes long past their recommended lifespan, unknowingly putting their oral health at risk. Colgate-Palmolive (India) Limited, saw an opportunity to not just inform people, but also to make them understand the need to change brushes periodically, through an interesting and unique exhibit.*

*For over a week in March, visitors to Mumbai's Veermata Jijabai Bhosale Botanical Udyan and Zoo found themselves face-to-face with high-definition panels showcasing a newly discovered flower species, the 'Indianis Dentriss' in mesmerizing detail. Little did they know that behind the dramatic lighting, macro photography and scientific descriptions, it was but an up-close and personal look at a highly overused, 'flowering' toothbrush.*

Video Link1: <https://www.youtube.com/watch?v=oXqkxGpXcWg>

Video Link 2: <https://www.youtube.com/watch?v=1NBji7k11aM>

*"Breaking through consumer inertia isn't easy. The biggest challenge wasn't just awareness, it was driving visitors to take action", said **Gunjit Jain, Executive Vice President, Marketing at Colgate-Palmolive (India) Limited.** "People know they should replace their toothbrush regularly, but procrastinate. We want to break this cycle, not just with facts, but through an experience that strongly reinforces their realization."*

*Truly rooted in our culture, the 'Indianis Dentriss' is as Indian as it gets. More than being just a symbolic flower, it's a portrait of a national habit, reflecting behaviour that needs to change.*

*Colgate has effectively staged an intervention by transforming an everyday habit into an unforgettable revelation. And a testament to the flower power of this exhibit, was the fact that conversations extended far beyond the botanical garden. It changed the way people look at toothbrushes, and perhaps, even positively influenced their daily routines.*

### **About Colgate-Palmolive (India) Limited**

*Colgate-Palmolive is a caring, innovative 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 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, not only at its manufacturing facilities, but also in the communities they serve. The Company is also engaging with children to impart good oral health practices through its 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](http://www.colgatepalmolive.co.in)*

*Media Contact:*

*Priyanka Patil, Manager - Corporate Communications, Colgate-Palmolive (India) Limited  
E: [Priyanka\\_patil@colpal.com](mailto:Priyanka_patil@colpal.com) | T: +91 95825 55815*