



COLGATE-PALMOLIVE (INDIA) LIMITED

Regd. Office :
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Powai,
Mumbai - 400076.
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www.colgatepalmolive.co.in
CIN : L24200MH1937PLC002700

August 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 Strong Teeth's Latest Campaign "Cavity-Proof" Reflects The Confidence Indian Mothers Hold In The Brand* issued on August 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: 2025.08.25 16:47:58 +05'30'

Surender Sharma
Whole-time Director – Legal &
Company Secretary
DIN: 02731373
Encl: a/a



COLGATE STRONG TEETH'S LATEST CAMPAIGN "CAVITY-PROOF" REFLECTS THE CONFIDENCE INDIAN MOTHERS HOLD IN THE BRAND



Mumbai, 25 August, 2025: Colgate-Palmolive (India) Limited, the market leader in oral care, has launched its latest campaign "CAVITY-PROOF" under the Colgate Strong Teeth brand. The campaign draws attention to the confidence that Colgate Strong Teeth mothers place in the brand. While modern consumption habits, such as frequent junk food intake, heighten the risk of cavities in children, they do not shake the trust mothers have in the protection Colgate Strong Teeth provides.

Colgate Strong Teeth is powered by its clinically proven advanced Arginine + Calcium Boost Technology, designed with dual functionality. While Arginine helps reduce demineralisation of teeth, Calcium Boost works to accelerate remineralisation, thereby providing 24-hour cavity protection with regular brushing twice a day.

The campaign portrays a confident mother who easily sees through her child's attempt to fake a toothache to avoid school. Her confidence stems from the trust she places in Colgate Strong Teeth to protect her child's teeth even in her absence.

Speaking at the launch, **Gunjit Jain, Executive Vice President, Marketing at Colgate-Palmolive (India) Limited**, said, "Parenting is filled with moments of navigating around a child's imagination. The new campaign on our flagship brand, Colgate Strong Teeth, illustrates this beautifully - while children often devise clever



excuses to skip school, the excuse of cavity pain is one that discerning Colgate mums confidently dismiss. With Colgate Strong Teeth's advanced Arginine + Calcium Boost technology, Colgate mums are fully confident that their kids are protected from cavities for 24-hours non-stop."

Speaking on the campaign **Juneston Mathana Executive Creative Director WPP@CP** said "The film took us back to when we were children looking for any excuse to bunk school. Toothache was on top of my list. So seeing the child actor express his cavity pain so cutely brought back fond memories. Kudos to Hemant, our Director for giving us such a memorable film."

Watch the video here - <https://youtu.be/ZfKpqQj8K4s>

Credit Note

CCOs: Kainaz Karmakar & Harshad Rajadhyaksha

ECD: Juneston Mathana

Creative Team: Shiladitya Saha, Virendra Saigaonkar, Barun Rakshit, Gazal Jain

Account Management: Amarinder Butalia, Esha Datta, Faizan Shaikh, Sumeet Chhatri

Agency Producer: Divyang Pandya

CSO, India: Prem Narayan

Planning Team: Prajakta Powdwal, Nihar Pachpande

Team Colgate: Gunjit Jain, Ruchi Sethi, Anaswar Rajagopal, Anagha Bhojane, Rahul Yadav, Monica Sharma, Priyam Kanchwala

Production House: Chrome Pictures

Director: Hemant Bhandari

Producers: Daniel Amanna, Kush Malhotra

DOP: Amit Roy

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

Media Contact

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