



COLGATE-PALMOLIVE (INDIA) LIMITED

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CIN : L24200MH1937PLC002700

March 27, 2026

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 “*Mumbai Indians Partner with Colgate Total; PLOT Initiative Rolled Out to Maintain Peak Dental Health*” issued on March 27, 2026

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

Jaikishan Shah
Company Secretary and Compliance Officer
Membership No: A34948
Encl: a/a

Mumbai Indians Partner with Colgate Total; PLOT Initiative Rolled Out to Maintain Peak Dental Health

Mumbai, India, 27 March, 2026: Reinforcing its commitment to preventive oral care and overall well-being, Colgate Total has partnered with Mumbai Indians as their **Dental Performance Partner**, bringing oral health to the forefront of athletic preparation ahead of the 2026 season.

Colgate has unveiled its new initiative— **PLOT (Performance Linked Oral Test)**, a comprehensive oral health screening framework designed to proactively assess and maintain peak dental health for players. This partnership integrates dental health into the team's performance framework, recognizing that systemic wellness is a critical determinant of a player's on-field endurance and recovery.

The mouth is a gateway to the body. Backed by scientific evidence, germs in your mouth can enter your body, causing inflammation which slows down recovery. and impacting athletic performance. Hence, on the field, where peak performance matters, active prevention of the mouth's germ buildup is key.

As part of the program, a lead clinician, **Dr. Moez Khakiani** will conduct comprehensive dental screenings for Mumbai Indians using advanced intraoral scanning technology, along with WHO-based oral health assessments, to evaluate players' oral health and identify any issues that could potentially impact their overall fitness and performance.

Supporting this initiative is Colgate Total, whose powerful & patented formula is 3X more effective at fighting germ build-up – the root cause of most dental problems. It's Colgate's best toothpaste, for the very best.

Gunjit Jain, EVP, Marketing, Colgate-Palmolive India said, "At Colgate, we are constantly creating awareness about the role that Oral Health can play in elevating people's lives. While athletes have long optimized sleep and nutrition, Oral Health remains the 'hidden edge' in sports. By partnering with Mumbai Indians – the ultimate personification of performance – we are making this hidden edge mainstream. The link is rooted in science: germs in the mouth can enter the body, impeding muscle recovery and stamina.

This is more than a campaign, it's a shift in the performance paradigm – starting with mandating dental tests for all players and providing them with our most superior technology, Colgate Total, which fights germ build-up 3x better, preventing 8 dental problems. **We are**

proud to support the MI squad and encourage other teams to PLOT along for peak on-field performance.”

Ben Langley, Head – Sports Science & Medicine, Mumbai Indians said, “In elite sport, marginal gains are the difference between winning and losing. The mouth is a critical gateway; oral germs can trigger systemic inflammation that directly impacts musculoskeletal recovery and cardiovascular efficiency. Our partnership with Colgate Total allows us to continue to take a science-led, preventive approach to player health, and perform at their absolute best throughout the high-intensity season.”

With this collaboration, Colgate Total reinforces a simple belief: **peak performance starts with prevention.**

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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