



COLGATE-PALMOLIVE (INDIA) LIMITED

Regd. Office :
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Powai,
Mumbai - 400076.
Tel. : (91 22) 67095050
www.colgatepalmolive.co.in
CIN : L24200MH1937PLC002700

August 13, 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 Dental Veer Anthem Launched To Empower Kids To Be Their Own Heroes Of Oral Health* issued on August 13, 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



COLGATE DENTAL VEER ANTHEM LAUNCHED TO EMPOWER

KIDS TO BE THEIR OWN HEROES OF ORAL HEALTH

Released close to Independence Day, the anthem is penned by lyricist Swanand Kirkire and composed by Micu Patel

Link to the anthem - [Colgate Dental Veer Anthem](#)

Mumbai, 13 August, 2025: Colgate India has unveiled its 'Dental Veer' anthem, an engaging and empowering initiative aimed to inspire children to become champions of their oral health. Created as part of Colgate's longstanding *Bright Smiles, Bright Futures*® (BSBF) program, the anthem is a rallying call for children across the country to embrace good oral hygiene as a foundation for a healthier future.

Penned by renowned lyricist Swanand Kirkire and composed by Micu Patel, the anthem brings to life the joy, energy, and determination of children who pledge to protect their smiles and those around them. The lyrics suggest simple yet essential habits, like brushing twice a day, the correct way of brushing, the frequency of changing the brush, and the right eating habits. Featuring the young voices of New India, the fun and memorable anthem turns oral health education into a movement led by children, for children.

Shilpashree Muniswamappa, Director, Communications & ESG, Colgate-Palmolive (India) Limited said, "As part of Colgate's ongoing efforts to spread oral health awareness, we are proud to launch the 'Colgate Dental Veer' anthem. This initiative, a key part of our Bright Smiles, Bright Futures® (BSBF) program, is based on the principle that oral health is the gateway to overall health and well-being. The anthem is designed to bring oral care into focus in a way that resonates with children, inspiring them to not only adopt healthy habits but also to become young ambassadors, sharing the message with their peers and communities."

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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