



COLGATE-PALMOLIVE (INDIA) LIMITED

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www.colgatepalmolive.co.in
CIN : L24200MH1937PLC002700

August 14, 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 Visible White Purple Announces K-Pop Icon, Iu, As Its First-Ever Brand Ambassador* issued on August 14, 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: 2025.08.14 17:35:52 +05'30'

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



Colgate Visible White Purple and Global Korean Icon IU Partner to Unveil the Secret to a Dazzling White Smile

India, 14 August, 2025: In a move that merges global beauty trends with oral care innovation, Colgate-Palmolive announced an exclusive partnership with renowned Korean icon, IU (Lee Ji-eun), to introduce her secret for a radiant, white smile to millions of Indians.

While millions of Indian consumers have embraced Korean beauty trends for skincare, this collaboration marks the first time a major Korean personality is sharing oral care as an integral part of her beauty regimen.

IU, celebrated globally for her flawless aesthetic, revealed Colgate Visible White Purple as the secret behind her dazzling smile, a cornerstone of her iconic look. This partnership introduces a new era of oral beauty to the Indian market, connecting the aspirational standards of Korean beauty with Colgate's trusted, world-class products.

Gunjit Jain, Executive Vice President of Marketing at Colgate-Palmolive (India), added, "K-culture has evolved from a niche trend to a mainstream phenomenon in India, from K-dramas and K-pop right through to K-beauty. We're thrilled to partner with IU, a global icon of K-culture. While many K-stars have spoken about routines and hacks to beautiful skin, for the first time ever IU is revealing the secret behind her beautiful smile - Colgate Visible White Purple."

The campaign, launched on 8th August, features IU across various platforms, including digital, television, and social media. It reveals how Colgate Visible White with its purple optic brighteners color corrects yellow tones to give a whiter smile. Users can purchase this IU-certified beauty essential from quick commerce, e-commerce platforms, or from major retail outlets.



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

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