



Colgate Strong Teeth launches 'Andar se Strong', a campaign that emphasizes the importance of one's inner strength

In one of the two new TVCs, actress Deepika Padukone, along with her mother, is seen talking about what makes her strong from within; while the other TVC shows a small girl demonstrating her inner strength through a confident smile as she joins a group of boys in a game of football



Mumbai, November 26, 2018: Colgate-Palmolive (India) Limited, the market leader in Oral Care, has launched '**Andar se Strong**', a new campaign for its flagship brand **Colgate Strong Teeth** by revealing two new TVCs and a packaging change, after over a decade.

Both the TVCs convey how Colgate Strong Teeth adds natural calcium to one's teeth, and are based on the theme that just like a mother raises her child to be strong from within, Colgate Strong Teeth too makes one's teeth strong from within.

The first TVC shows the protagonist - a young girl - joining in to play football with a group of boys, overriding the resistance to her inclusion in the team with her confident smile and wit - a reflection of self-belief and inner strength. The second TVC features Deepika Padukone, shown alongside her mother - who has made the actress strong from within. Smiling during difficult moments, she says, symbolizes 'inner strength'.

Speaking about the new Colgate campaign, **Mr. Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited** said, "*Colgate Strong Teeth, our flagship brand, has been in India for over 80 years, and I'm delighted to announce our new brand campaign called 'Andar Se Strong' featuring Bollywood actress Deepika Padukone. This campaign reinforces our promise to guard and nurture you and your family's smile, by keeping your teeth strong from within.*"

Starting its journey in India in 1937, Colgate Strong Teeth is the most widely distributed Oral Care brand in the country. The Andar se Strong theme in the TVCs will be supported by a 360-degree marketing campaign to ensure that the new Colgate Strong Teeth communication reaches consumers across multiple touch points. It will be available across various retail formats at a variety of price points starting from a Rs. 5 pack to a 500-800 g saver pack.

Speaking about the campaign, **Sanjay Sipahimalani, Creative Director, RedFuse Communication** says, "In this campaign, we wanted to highlight that inner strength is most



important to experience life to the fullest. Both the TVCs focus on 'Andar se Strong' stories, but manifest in different ways. While the football tvc shows how breaking stereotypes and

standing up for yourself takes inner strength, Deepika's film is all about her personal 'andar se strong' story, which is what makes her the superstar and the person she is today."

[Link to the Deepika's TVC:](#)

[Link to the Football TVC:](#)

About Colgate-Palmolive (India) Limited: Colgate-Palmolive (India) Limited is India's leading provider of scientifically proven oral care products with multiple benefits at various price points. The range includes toothpastes, toothpowder, toothbrushes and mouthwashes under the 'Colgate' brand, as well as a specialized range of dental therapies under the banner of Colgate Oral Pharmaceuticals. The Company also provides a range of personal care products under the 'Palmolive' brand name. Colgate has been ranked as India's #1 Most Trusted Brand across all categories for seven consecutive years from 2011-2017 by Brand Equity's Most Trusted Brands Survey. To know more about Colgate, please visit www.colgate.co.in