



Colgate offers complete 'Suraksha' at the Kumbh Mela!

Colgate's 'Kumbh Se Sampoorna Shuddhi, Colgate Vedshakti Se Sampoorna Suraksha' campaign aims to create oral hygiene awareness and also ensure a safe visit for all pilgrims.



Mumbai, February 18, 2019: Colgate-Palmolive (India) Limited, the market leader in Oral Care, launched the '**Kumbh Se Sampoorna Shuddhi, Colgate Vedshakti Se Sampoorna Suraksha**' campaign at the ongoing Kumbh Mela in Prayagraj, Allahabad.

The completely localised campaign is custom-made to provide a complete all-round protection to pilgrims through a range of Kumbh specific activities and utility elements such as:

- **Brushing stations** for pilgrims to brush their teeth
- **Oral care importance drives** to spread the awareness of good oral hygiene
- **Free, large-scale sampling of Colgate Vedshakti** for millions of people at Kumbh
- **Suraksha Wristbands** for children to write/wear their emergency contact details on a safety wristband
- **Sampoorna Suraksha Ropes** given to big groups and families to hold on to, to ensure that they walk together without getting lost in the crowd

Colgate has endeavoured to ensure a complete protection or '**sampoorna suraksha**' of the pilgrims this year at Kumbh Mela, which is **the world's largest human congregation**, where more than 15 crore people come for a holy dip in the Prayag.

Mr. Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited said, "At Colgate, we consistently work towards providing superior oral care and protection to all Indians, and towards



caring for our communities. The *Kumbh Mela* gives us an opportunity to achieve both these objectives with our key target segments at an unprecedented scale.

Our theme at the *Kumbh* is Complete Protection or *Sampoorna Suraksha*, as part of which we are offering millions of visitors free samples of Colgate Vedshakti toothpaste that provides *sampoorna suraksha* to the mouth. But that's not all - we are also extending to our consumers ways and means to ensure complete safety of their families, as they wade their way through the Kumbh Mela by handing out *suraksha* ropes - for families to walk together, and *suraksha wristbands* - for children to have an emergency contact number on their wrist."

The ***Kumbh Se Sampoorna Shuddhi, Colgate Vedshakti Se Sampoorna Suraksha*** campaign started last month and has touched millions of pilgrims so far. Colgate Vedshakti's impactful hoardings can be seen all over the consumer touchpoints at Prayagraj, while the sampling activity is carried out right from the transit points - at 21 highway pit stops, 9 key railway junctions and several bus stations - to inside the main Mela grounds including the *akharas*, *rein-baseras*, water point junctions and the Colgate Vedshakti branded brushing stations.

Colgate aims to touch one in every five pilgrims at the Mela through this campaign that includes free toothpaste sampling, brushing stations with running water, and safety tools like *suraksha* wristbands for children to mention their emergency contact details, and *suraksha* ropes for families/groups of more than 10 people, to be able to walk together.

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 toothpaste, toothpowder, toothbrushes and mouthwashes under the 'Colgate' brand, and 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 <http://www.colgatepalmolive.co.in/>