

## Colgate ranked as India's Most Trusted Oral Hygiene brand for the 9<sup>th</sup> consecutive year in TRA'S Brand Trust India Study Report 2019



**Mumbai, June 18, 2019:** Colgate-Palmolive (India) Limited, the market leader in Oral Care, has yet again been ranked the No. 1 Most Trusted Oral Hygiene Brand by TRA's Brand Trust India Study Report 2019, among India's 1000 top brands. Colgate has consistently earned this pride of place now for nine years in a row.

Commenting on the No.1 Oral Hygiene ranking in the TRA Brand Trust 2019 Report, **Mr. Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited**, said, "We are delighted and honoured that consumers have reaffirmed Colgate as No. 1 Most Trusted Oral Hygiene Brand in the country, in the latest TRA Brand Trust Report 2019 for India. We believe that 'everyone deserves a future they can smile about'. We will continue to provide the best quality oral care based on consumer insights and their changing needs, and strive towards adding value to communities where we live and work."

Speaking about Colgate's consistent No.1 place in the FMCG-Oral Hygiene category among consumers for nine consecutive years, **Mr. N. Chandramouli, CEO, TRA Research, publishers of TRA's Brand Trust Report** said, "Colgate has the rare distinction of being India's Most Trusted Oral Hygiene brands in TRA's Brand Trust Reports for the ninth year in a row. Such dependable trust leadership has only been seen in very few brands across the editions, and Colgate worthily gets this credit. For a brand to be so consistent on trust, it requires a deep understanding of consumers, and repeatedly producing expected outcomes for them."

**About the report:** The 9<sup>th</sup> edition of TRA's Brand Trust Report had 2,315 consumer-influencer respondents across 16 Indian cities. The fieldwork was conducted between December 2018 and March 2019 as a Computer-Aided-Personal-Interview through an in-house designed software application, which brought in data directly from the respondent to the servers. The rankings are the result of comprehensive research conducted on the proprietary 61-Attribute Brand Trust Matrix of TRA.

**About Colgate-Palmolive (India) Limited:** Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country. The company manufactures and markets toothpastes, toothpowder, toothbrushes and mouthwashes under the 'Colgate' brand, and a specialized range of personal care products under the 'Palmolive' brand. Colgate has been ranked as India's #1 Most Trusted Oral Care Brand for the eighth consecutive year, from 2011 to 2018, by The Economic Times- Brand Equity -Most Trusted Brands Survey, conducted by Nielsen. For more information about Colgate's business and products, visit [www.colgatepalmolive.co.in](http://www.colgatepalmolive.co.in)