



SMILE KARO AUR
SHURU HO JAO

Colgate India celebrates Mother's Day by sharing Sindhutai's inspiring story of optimism and courage as India's mother of orphans

Sindhutai's story is the inspiring journey of 'India's mother of orphans', brought alive by Colgate's 'Smile karo aur shuru ho jao' campaign. This equity campaign celebrates real-life moments where optimism, expressed through the power of a Smile is symbolic of the optimism and courage people have in the face of life's challenges.

Mumbai, May 9, 2020: Colgate-Palmolive (India) Limited, the market leader in Oral Care in the country, in its continuous endeavor to Keep India Smiling, celebrates this Mother's Day by bringing alive Sindhutai Sapkal's inspiring story under its equity campaign of 'Smile karo aur shuru ho jao'.

Sindhutai, fondly known as 'Maai' or the 'mother of orphans', shares her story from being a homeless mother to becoming a mother to thousands of orphans, and how the children she raised with love and affection are now educated and have become responsible members of our society today.

Sindhutai's journey is steeped in the difficult beginnings of being an unwanted child, abandoned by her mother, and married at a tender age of 10 to a man older by 20 years. At 20 years, and pregnant, she was pushed to the streets by her abusive husband, forced to live with beggars, and ultimately gave birth to her child in a cowshed.

Sindhutai's bitter life conditions and a constant battle for dignity and belongingness however, did not dampen her optimistic spirit. Instead, she defied her harsh circumstances by deciding to take on the responsibility to nurture and educate orphaned children and raise them to be good human beings. Several of her children today have grown up to pursue different vocations such as doctors, managers, hospitality executives and one of them has also written a Doctoral thesis on her life.

Commenting on the story of Sindhutai, **Mr. Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive (India) Limited** said, *"Mother's Day is a celebration of honoring motherhood and Colgate India salutes Sindhutai's relentless optimism and her undying nurturing spirit to be a mother to those who need her. Her life is a heart-warming story of positivity and constructive action that beautifully embodies Colgate's message of 'Smile karo aur shuru ho jao'. Our campaign is built with care, with authentic stories of real people like Sindhutai, who conquer adversities with their Smile of optimism and continue to shine in the face of challenges. At Colgate, we believe that everyone deserves a future to smile about and we strive to bring alive such stories that inspire hope and courage, much needed at this time."*

Highlighting the concept behind the TVC, **Delna Sethna, Executive Creative Director, RedFuse**, said, *"Colgate's Smile karo aur shuru ho jao' equity campaign inspires confidence in all of us to start afresh,*

not be bogged down by struggles and to make a significant positive difference. It's a matter of pride and joy to bring forth this positive message through stories of real heroes whose life reflects their inner strength and optimism through their Smiles. Sindhutai's story too encourages people to conquer their fear and inhibitions with a Smile and am happy we were able to do justice to telling this story well."

In Sindhutai's words, "Not having a mother when I needed one the most, taught me the true value of motherhood." She continues to be a mother to thousands who have nobody to call their own. Colgate captures Sindhutai's story and her indomitable spirit—watch it in [Hindi](#), [Marathi](#), [Bengali](#), [Telugu](#), [Tamil](#), [Kannada](#) and [Malayalam](#).

Under Colgate's ongoing equity campaign of 'Smile karo aur shuru ho jao', the brand has earlier narrated the unique stories of Haimanti Sen, the 22-year-old college student who turned a skywalk into a classroom for the underprivileged, Anand Arnold, the first Indian wheelchair bodybuilder, Yashaswi Jaiswal, the youngest Indian to score a double century in the history of 'List A' Cricket and that of Divyanshu Ganatra, India's first visually impaired solo paragliding pilot.

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 ninth consecutive year, from 2011 to 2019, by The Economic Times - Brand Equity - Most Trusted Brands Survey, conducted by Nielsen. Colgate has also been ranked as the Most Trusted Oral Hygiene Brand by TRA's Brand Trust India Study Report for the ninth consecutive year, from 2011 to 2019. For more information about Colgate's business and products, visit: www.colgatepalmolive.co.in