

Colgate[®]



Toothpaste



Colgate-Palmolive India's Toothpaste portfolio is in purview of the GST rate revision, effective September 22, 2025. With this, the benefit of the GST reduction will be passed on to the consumer as per the following details**.

SKU	Old MRP	New MRP
Colgate Strong Teeth 100g	₹ 79	₹ 70
Colgate Strong Teeth 200g	₹ 149	₹ 130
Colgate Strong Teeth Rs 20 ^{\$}	₹ 20	₹ 17.9
Colgate Strong Teeth Rs 10 ^{\$}	₹ 10	₹ 8.9
Colgate Strong Teeth Rs 5 ^{\$}	₹ 5	₹ 4.5
Colgate Strong Teeth 150g^^	₹ 110	₹ 99
Colgate Strong Teeth Rs 30 ^{\$}	₹ 30	₹ 26.7
Colgate MaxFresh Red Rs 10 ^{\$}	₹ 10	₹ 8.9
Colgate MaxFresh Red 81g	₹ 78	₹ 70
Colgate MaxFresh Red 150g	₹ 155	₹ 138
Colgate MaxFresh Blue 150g	₹ 172	₹ 153
Colgate MaxFresh Blue 81g	₹ 88	₹ 79
Colgate MaxFresh Charcoal 130g	₹ 172	₹ 153
Colgate MaxFresh Charcoal 65g	₹ 88	₹ 79
Colgate MaxFresh Rainbow Fresh 100g	₹ 169	₹ 150
Colgate MaxFresh Watermelon Blast 100g	₹ 169	₹ 150
Colgate MaxFresh Rs 20 ^{\$}	₹ 20	₹ 17.9

**MRP (Maximum Retail Price) Reduction/additional grammage is an outcome of passing on the benefit of the revised GST rate slabs, effective 22 September 2025. Pack prices may be different for the transition period. Any changes to the list will be updated here. ^{\$}Interim price, subject to changes in due course in the form of additional grammage. ^^Pack with promotion also available




SKU	Old MRP	New MRP
Colgate Active Salt 100g	₹ 84	₹ 75
Colgate Active Salt 200g	₹ 166	₹ 142
Colgate Active Salt Rs 20 ^{\$}	₹ 20	₹ 17.9
Colgate Active Salt Rs 10 ^{\$}	₹ 10	₹ 8.9
Colgate Lemon Fresh 120g	₹ 220	₹ 198
Colgate Active Salt Neem 200g	₹ 182	₹ 163
Colgate Active Salt Neem 100g	₹ 92	₹ 82
Colgate Active Salt 150g	₹ 121	₹ 108
Colgate Cibaca 175g^^	₹ 79	₹ 71
Colgate Cibaca 350g	₹ 138	₹ 123
Colgate Cibaca Rs 10 ^{\$}	₹ 10	₹ 9
Colgate Cibaca Rs 30 ^{\$}	₹ 30	₹ 26.7
Colgate Swarna Vedshakti 200g	₹ 185	₹ 165
Colgate Swarna Vedshakti 140g	₹ 95	₹ 85
Colgate Swarna Vedshakti 100g	₹ 95	₹ 85

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SKU	Old MRP	New MRP
Kids Squeezy Strawberry 100ml	₹ 255	₹ 229
Kids Squeezy Watermelon 100ml	₹ 255	₹ 229
Kids Red 80g	₹ 200	₹ 180
Kids Blue 80g	₹ 200	₹ 180
Kids MotuPatlu 80g- Bubblefruit	₹ 200	₹ 180
Kids 2-5 Yrs Strawberry 80g	₹ 200	₹ 180
Kids Strawberry 40g	₹ 105	₹ 94
Kids 2-5 Yrs Bubblefruit 80g	₹ 200	₹ 180
Kids Bubblefruit 40g	₹ 105	₹ 94
Kids 2-5 Motu Patlu Combo pack	₹ 125	₹ 112
Kids 0-2 yrs Smiles	₹ 260	₹ 234
Kids 2-5 yrs Smiles	₹ 260	₹ 234
Kids 6+ Smiles	₹ 260	₹ 234
Kids Cocomelon 2-5Y 80g	₹ 200	₹ 180
Kids Minions TP 80gm	₹ 200	₹ 180

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SKU	Old MRP	New MRP
Total Advanced Health 150g+Tbr	₹ 199	₹ 179
Total Advanced Health 150g	₹ 220	₹ 198
Total Advanced Health 120g	₹ 190	₹ 171
Total Advanced Health 80g	₹ 90	₹ 80
Total Charcoal 150g+Tbr	₹ 250	₹ 225
Total Sensitive 150g	₹ 275	₹ 246
Total Sensitive 150g+Tbr	₹ 250	₹ 225
Total Anti-tartar 150g	₹ 275	₹ 246
Total Charcoal 150g	₹ 275	₹ 246
Total Plaque release 80g	₹ 299	₹ 269
Visible White Purple 100g + 20%	₹ 220	₹ 198
Visible White Purple 60g	₹ 79	₹ 71
Visible White 100+20g	₹ 220	₹ 198
Visible White 50g	₹ 99	₹ 89
Visible White O2 Peppermint Sparkle 25g	₹ 160	₹ 144
Visible White O2 Peppermint Sparkle 50g	₹ 310	₹ 279
Pain Out	₹ 90	₹ 84
Colgate PerioGard Toothpaste	₹ 230	₹ 204

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SKU	Old MRP	New MRP
Colgate Pro-Argin, 100 g	₹ 350	₹ 315
Colgate Sensitive 40g	₹ 105	₹ 94
Colgate Sensitive Clove 80g Twin	₹ 200	₹ 180
Colgate Sensitive Plus 70g	₹ 180	₹ 162
Colgate Sensitive Plus 70g Twin	₹ 360	₹ 324
Colgate Charcoal Clean 120g	₹ 220	₹ 198
Colgate Herbal 200g	₹ 175	₹ 156
Colgate Herbal 100g	₹ 105	₹ 93

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Toothbrush



SuperFlexi

EXTRA
CLEAN

gentle

ENAMEL

SENSITIVE

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SKU	Old MRP	New MRP
Colgate Super Flexi Singles	₹ 20	₹ 18
Colgate Super Flexi Pack of 3	₹ 55	₹ 48
Colgate Super Flexi Charcoal Singles	₹ 25	₹ 22
Colgate Super Flexi Salt Singles	₹ 25	₹ 22
Colgate Extraclean Singles	₹ 20	₹ 18
Colgate Extraclean Pack of 6	₹ 120	₹108
Colgate Sensitive Singles	₹ 70	₹ 62
Colgate Gentle Clean Singles	₹ 40	₹ 36
Colgate Sensitive Care PO5	₹ 350	₹ 310
Gentle Gumcare B2G1	₹ 160	₹ 142
Colgate Gentle Enamel Singles	₹ 99	₹ 88

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Colgate**ZIGZAG****Cibaca**

SKU	Old MRP	New MRP
Colgate ZigZag Pack of 6	₹ 155	₹ 138
Colgate ZigZag Singles	₹ 35	₹ 31
Colgate ZigZag Pack of 3	₹ 90	₹ 81
Colgate ZigZag Charcoal Pack of 4	₹ 140	₹ 124
Colgate ZigZag Neem Pack of 3	₹ 99	₹ 87
Colgate Cibaca Supreme Singles	₹ 30	₹ 27
Colgate Cibaca 123 Singles	₹ 15	₹ 13
Colgate Kids Super Junior Singles	₹ 20	₹ 18
Colgate Kids 2+ Singles	₹ 30	₹ 27
Colgate Kids 5+ Barbie	₹ 89	₹ 79
Colgate Kids 5+ Batman	₹ 89	₹ 79
Colgate Kids 5+ Minions Singles	₹ 89	₹ 79
Colgate Kids 0-2 Singles	₹ 30	₹ 27
Colgate Kids 2+ Singles	₹ 30	₹ 27
Colgate Kids 2+ Premium Minions Singles	₹ 79	₹ 70

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SlimSoft™

ULTRAFOAM



VISIBLE
WHITE

PerioGard™



brilliantstar

SKU	Old MRP	New MRP
Colgate Slimsoft Advanced	₹ 140	₹ 125
Colgate Slimsoft Charcoal Singles	₹ 90	₹ 80
Colgate Ultrafoam PO2	₹ 299	₹ 266
Colgate 360 WMC B2G1	₹ 220	₹ 196
Colgate 360 White B2G1	₹ 240	₹ 214
Colgate 360 Flosstip B2G1	₹ 240	₹ 214
Colgate 360 WMC Singles	₹ 110	₹ 98
Colgate Visible White TBR Pack of 2	₹ 275	₹ 244
Colgate Periogard Singles	₹ 175	₹ 156
Colgate Periogard Pack of 2	₹ 350	₹ 312
Colgate Slimsoft Ortho Singles	₹ 90	₹ 80
Colgate Total TBR Pack of 2	₹ 220	₹ 196
Colgate Brilliant Star Singles	₹ 50	₹ 45

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Toothpowder

Colgate®



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SKU	Old MRP	New MRP
Colgate Toothpowder 200g	₹ 150	₹ 140
Colgate Toothpowder 100g	₹ 80	₹ 75
Colgate Toothpowder 50g	₹ 45	₹ 42
Colgate Toothpowder Rs 2 ^{\$}	₹ 2	₹ 1.8
Colgate Toothpowder Rs 1 ^{\$}	₹ 1	₹ 0.9

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