



Colgate is the official Smile Partner for 6 teams in Dream11 IPL 2020

Colgate to inspire optimism and spread smiles as India's biggest festival begins!

National, 18 September 2020: Colgate-Palmolive (India) Limited, the market leader in Oral Care in the country, in its continuous endeavor to Keep India Smiling, has collaborated as the official Smile Partner with 6 teams at the upcoming Dream11 Indian Premier League 2020.

The teams include Delhi Capitals, Kings XI Punjab, Kolkata Knight Riders, Mumbai Indians, Rajasthan Royals, and Sunrisers Hyderabad. Colgate's Smile Icon will be visible across a variety of touchpoints throughout the tournament.

This season of Dream11 IPL 2020, being held against all odds, is a remarkable show of the country's positivity and optimism and is in line with Colgate's ideology of 'Smile karo aur shuru ho jao' (Get started with a smile).

Commenting on the partnership, **Mr. Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive (India) Limited, said**, "While the pandemic has been a time of uncertainty and difficulty, the start of the upcoming T20 cricket season has brought a wave of optimism across the country. We at Colgate are excited about our association as the Official Smile Partner to 6 teams and we'll use this association to continue to remind people of the power of positivity and to Smile karo aur shuru ho jao!"

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