Colgate World of Care

COMPANY STATEMENT

Colgate declares Second Interim Dividend of Rs. 9 per share for 2011-12

MUMBAI, December 12, 2011: At the meeting held today, the Board has declared a Second Interim Dividend for the Financial Year 2011-12 of Rs. 9 per share of Re 1 each (face value). The dividend payout to the shareholders will be Rs. 122.4 Crore (Rs. 142.3 Crore inclusive of the dividend distribution tax) and will be paid on December 30, 2011 to those shareholders whose names are on the Register of Members of the Company as on December 21, 2011.

Including the First Interim Dividend of Rs. 8 per share paid in June 2011, the Company has declared a total of Rs. 17 per share for the 8 months up to November 30, 2011.

For the financial year ended March 31, 2011, the Company had declared a Total Dividend of Rs. 22 per share.

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 toothpastes, toothpowder, toothbrushes and mouthwashes under the "Colgate" brand, as well as a specialized range of dental therapies under the banner of Colgate Oral Pharmaceuticals. These have become an essential part of daily oral hygiene and therapeutic oral care in India. The Company also provides 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 five years from 2003 to 2007 and in 2011 by Brand Equity's Most Trusted Brand Survey. It is the only brand to be in the top three for the last 11 years from 2001-2011. Prior to this, Colgate was also rated as the #1 brand by the A&M – MODE Annual Survey for India's Top Brands for eight out of nine years during the period 1992 to 2001.

For more information about Colgate's business and products, visit the Company's website on the internet at www.colgate.co.in.

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