



COLGATE-PALMOLIVE (INDIA) LIMITED

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CIN : L24200MH1937PLC002700

February 13, 2026

The Secretary
BSE Limited
P.J. Towers, 25th floor
Dalal Street
Mumbai-400001

Scrip Code: 500830

The Manager – Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block – G
Bandra – Kurla Complex
Bandra (East), Mumbai 400 051

Symbol: COLPAL
Series: EQ

Dear Sir(s),

Sub: Media Release

Please find enclosed the Media Release titled "*Kriti Sanon and Abhishek Sharma unveil "The Beauty Secret" : A Whiter Smile with Colgate Visible White Purple*" issued on February 13, 2026

The copy of the same is attached herewith and will also be available on the Company's website at <https://www.colgatepalmolive.co.in/>

Kindly take the above on record.

Thank you.

Yours Sincerely,
For Colgate-Palmolive (India) Limited

Jaikishan Shah
Company Secretary and Compliance Officer
Membership No: A34948
Encl: a/a

Kriti Sanon and Abhishek Sharma unveil "The Beauty Secret" : A Whiter Smile with Colgate Visible White Purple

Link to the film: <https://youtu.be/luukMB96fe0?feature=shared>

13 February, 2026, Mumbai: Colgate-Palmolive India has launched its latest campaign for **Colgate Visible White Purple**, featuring Bollywood star Kriti Sanon and Indian cricketer Abhishek Sharma, bringing together two of India's biggest cultural forces of cinema and cricket to redefine teeth whitening as an integral part of every beauty routine. The campaign elevates teeth whitening from just an oral care routine to a modern beauty essential.

Coming on board for the campaign, Kriti Sanon said, *"What drew me to this campaign was the idea of treating a smile as being crucial & central to beauty. As actors, we spend so much time on skincare and makeup, but a beautiful white smile is what truly sets you apart. Colgate Visible White Purple is that secret, literally the makeup you can start your day with. It's backed by the science of color theory that I have seen work in other beauty categories which have been part of the regimen for a long time."*

Abhishek Sharma on his association with Colgate Visible White Purple shared, *"For me, confidence comes from feeling & looking good whether on or off the field. With the added spotlight & cameras around now, grooming has even come to the picture. That's what made this association with Colgate Visible White Purple feel authentic. A confident, white smile can make a real difference in making you feel confident & ready for always being camera ready."*

The star of the campaign is Colgate Visible White Purple, a toothpaste that has taken the internet by a storm with its distinctive color. The Purple toothpaste works by the color theory cancelling yellow in teeth for a whiter smile. The technology is well established in beauty, from purple color correcting concealers in makeup to the color preserving purple shampoos in haircare. The distinctive color purple has been a breakthrough across categories in beauty both for its aesthetic appeal and effective functional benefit.

Through this campaign, the brand is entering the beauty and grooming category in association with two of the country's most aspirational figures, Kriti Sanon and Abhishek Sharma. By linking teeth whitening to beauty rituals, the brand invites consumers to see their smile as a defining beauty asset.

Speaking about the campaign, **Ayan Guha, Director, Marketing, Colgate-Palmolive India**, said, *"With Colgate Visible White Purple, we're merging science and beauty to redefine oral care as a daily grooming essential. By pairing our color-correction technology with the influence of Kriti Sanon and Abhishek Sharma, we're making a whiter smile an aspirational yet effortless first step in every beauty ritual.."*

Designed as a high-impact, multi-platform rollout, the campaign will be amplified across television, digital, social media, and influencer-led content. It is part of Colgate's broader strategy to drive

premiumisation while strengthening its leadership in science-backed, beauty-forward oral care solutions.

With this launch, Colgate Visible White Purple continues to carve a distinctive space in the whitening category where innovation, beauty, and everyday routines come together to deliver a smile that looks as good as it feels.

CCOs, India: Kainaz Karmakar & Harshad Rajadhyaksha

CSO, India: Prem Narayan

ECD: Juneston Mathana

Creative Team: Virendra Saigaonkar, Shiladitya Saha, Barun Rakshit, Punya Arora

Account Management: Esha Datta, Shikha Seth, Manmohan Nandrajog

Agency Producer: Divyang Pandya

Planning Team: Prajakta Powdwal, Pranav Sabhaney

Production Partner: Hogarth, India

Director: Sohini Dasgupta

Producers: Ritwik Ghosh, Rahul Makwana

Team Colgate: Samir Singh, Gunjit Jain, Anagha Bhojane, Ayan Guha, Monica Sharma, Ira Shukla

About Colgate-Palmolive (India) Limited

Colgate-Palmolive is a caring, innovative growth company that is reimagining a healthier future for all people, and the planet. Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country, committed to delivering sustainable, profitable growth for its shareholders, while fostering an inclusive workplace for its people. With a primary focus on science-led innovations in Oral Care & Personal Care in the Indian market, the company is recognized for its leadership and innovative efforts in advancing sustainability and community well-being. Among its recent accomplishments, the company has made significant strides in reducing plastic waste and promoting recyclability, conserving water and energy at its manufacturing facilities, empowering women with financial and digital literacy and enhancing children's oral health through its flagship, Colgate Bright Smiles, Bright Futures® program. For more information about Colgate's global business and how it is building a future to smile about, visit: www.colgatepalmolive.co.in

Media Contact

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