



COLGATE-PALMOLIVE (INDIA) LIMITED

Regd. Office :  
Colgate Research Centre,  
Main Street ,  
Hiranandani Gardens,  
Powai,  
Mumbai - 400076.  
Tel. : (91 22) 67095050  
www.colgatepalmolive.co.in  
CIN : L24200MH1937PLC002700

December 23, 2024

The Secretary  
BSE Limited  
P.J. Towers, 25<sup>th</sup> 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 *Colgate introduces a sensory experience in Oral Care with the launch of a new Maxfresh range* issued on December 23, 2024.

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**

Surender Sharma  
Whole-time Director - Legal &  
Company Secretary  
DIN: 02731373

*Encl: a/a*



## COLGATE INTRODUCES A SENSORY EXPERIENCE IN ORAL CARE WITH THE LAUNCH OF A NEW MAXFRESH RANGE

**India, 23 December, 2024:** Colgate-Palmolive (India) Limited, the market leader in Oral Care, has unveiled a new sensorially captivating range of MaxFresh, that seamlessly blends its refreshing power with fun, flavour and aesthetics. For the first time ever, the MaxFresh range debuts its iconic cooling crystals in heart shapes, offering a unique visual experience paired with fruity flavors. Powered by the brand's proprietary Ultrafreeze Technology, the product promises 10X longer-lasting cooling\* and an unparalleled freshness experience, instantly awakening and refreshing the user.



Thoughtfully designed to resonate with today's audience, the product comes in transparent tubes with vibrant colours, enhancing the appeal of the new crystals. The range introduces two exciting new flavors: a refreshing watermelon infusion, **Watermelon Blast**, and a cool-menthol spearmint blend, **Rainbow Fresh**, featuring colorful heart shapes inspired by the rainbow - both delivering an elevated brushing experience, unlike any other.

Commenting on the launch, **Anaswar Rajagopal, Marketing Director-Toothpaste, Colgate-Palmolive (India) Limited** said, "In today's rapidly evolving landscape, younger millennials and Gen Z are constantly seeking new ways to transform everyday tasks into enjoyable experiences. We understand their preferences, and as a



result, our new MaxFresh range is perfectly aligned with this transformative shift. Designed for a fun-loving generation, this product transforms Oral Care into a fun, refreshing ritual – something people can actually look forward to as part of their daily routine. This launch is a natural extension of our ongoing mission to improve the country’s Oral Health, by offering a range of innovative, science-backed products that not only meet their needs but also add an element of fun and freshness to the overall experience”

The new MaxFresh range is available across the country on leading e-commerce marketplaces and quick-commerce platforms. Featuring a vibrant packaging, these must-have variants are available in 100g packs, priced at INR 169. As one of the brand’s best-selling product lines, the MaxFresh range features innovative toothpastes and mouthwashes, accessible through both online and offline platforms.

*\*vs a regular fluoride toothpaste*

-----

### **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](http://www.colgatepalmolive.co.in)

### **Media Contact**

#### **Priyanka Patil**

Manager – Corporate Communications, Colgate-Palmolive (India) Limited

E: [Priyanka\\_patil@colpal.com](mailto:Priyanka_patil@colpal.com); T: +91 95825 55815