

The Colgate logo is displayed in white text on a red rectangular background.

“Kya Aapke Toothpaste me namak hai?” asks Anushka Sharma; the new brand ambassador for Colgate Active Salt



Mumbai, April 06, 2017: Colgate-Palmolive(India) Limited, the market leader in oral care, today officially announced Bollywood star Anushka Sharma as the new brand ambassador for Colgate Active Salt. Seen in the brand new TV ad, the actress with a beautiful smile will essay the role of the reporter who does the surprise entry in bollywood style, and asks ‘kya aapke toothpaste mein namak hai’. Colgate Active Salt Toothpaste is packed with the goodness of salt and minerals. Its unique formula helps fight germs to protect teeth from cavities giving healthy gums and strong teeth.

Eric Jumbert, Director - Marketing, Colgate-Palmolive (India) Limited said: “Colgate has always led the category with continuous stream of innovations. Among its many breakthroughs is a home-grown unique solution - Colgate Active Salt - The toothpaste that contains salt.”

Commenting on Anushka Sharma as the new brand ambassador, he shares, “Anushka is a phenomenal actress and a self-made individual. Colgate Active Salt is known for its modern, assertive, smart and confident image hence we are extremely excited to bring on board Anushka Sharma who perfectly personifies the brand. We welcome Anushka to the Colgate family as the new brand ambassador for Colgate Active Salt.”

Bollywood’s Superstar, Anushka Sharma said, “I’m very pleased to be associated with an iconic brand like Colgate, the brand that I have been using since my childhood. Colgate Active Salt is a modern oral care solution with a traditional twist that personifies my values. I had a great time shooting the new TV ad, I think the ad is very quirky. I feel that the creative interruption format of the TV ad is very different and engaging for the audience. I’m very excited about the TV ad launch and I am looking forward to see what people think of the ad I have shot.”

A 360 degree marketing campaign is also planned to connect with the consumers at all relevant touch points. The Television advertising campaign is developed by Redfuse Communications.

About Colgate-Palmolive (India) Limited

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 four consecutive years from 2003 to 2007 and in 2011, 2012, 2013, 2014, 2015 and 2016 by Brand Equity's Most Trusted Brand Survey. It is the only brand to be in the top three from 2001-2016. For more information about Colgate's business and products, please visit www.colgate.co.in