



## Colgate Scholarship Offer - A small step towards your child's bright future!

*In the 9<sup>th</sup> edition of the program, Colgate offers more than 300 scholarships, and free education lessons from BYJU'S in the Scholarship Offer pack*

**Mumbai, June 20, 2017:** Colgate-Palmolive India Limited, the market leader in Oral Care in India, has launched its annual Colgate Scholarship Offer. As a part of this limited-edition offer, valid till July 31, 2017, Colgate is offering more than 300 scholarships worth more than Rs. 52 lacs, to help children take small yet meaningful steps in fulfilling their dreams. Since its launch in 2009, Colgate's Scholarship Offer has been contributing to the lives of children by giving them and their families a future to smile about. So far, the program has enabled more than 1000 Indian families, from across 100 cities, to give their children a bright future – be it in dance, sports, music, or academic educations.



The 2017 Colgate Scholarship Offer has more than just scholarships to offer. While purchase of the product is not mandatory to participate in the scholarship offer, those who buy a pack of Colgate Dental Cream (100gm and above) also get a free one-month video tutorial subscription, worth Rs. 999 each, of BYJU'S – the education app for school students best known for its maths and science lessons. To make education accessible for everyone, Colgate along with BYJUs has created special audio lectures for the deserving little ones who cannot access the app. To know more rush to your nearest store and pick your pack today!

On this occasion, **Mr. Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited** said, “The Colgate Scholarship Offer is one of the many Colgate initiatives meant to give children and their families a future they can smile about. Since the launch of this annual program in 2009, Colgate has tried, in a small way, to impact the lives of Indian families across 100 cities. That, has been a motivation for us to scale up the program this year, by not only providing more scholarships but also by partnering with BYJU'S, the Education Platform so that each pack of toothpaste offered free access to BYJUs content for a month - an offer worth Rs. 999.”

Commenting on this partnership, **Byju Raveendran, Founder & CEO, BYJU'S** said - “At BYJU'S, our main focus is to make learning accessible, effective, engaging and personalized for everyone. Our learning programs have been designed to address the gap in the way in which students learn concepts today and how it can actually be learnt. Our partnership with Colgate will offer us the platform to help students from various backgrounds, across the country, have an interesting, enjoyable and effective learning experience.”

### **About BYJU'S**

BYJU'S is India's largest Ed-tech company and the creator of India's largest K12 learning app which offers highly adaptive, engaging and effective learning programs for students in classes 4-12 (K-12) and competitive exams like JEE, NEET, CAT, IAS, GRE and GMAT. Launched in 2015, BYJU'S has become the preferred education app for students across age groups. The app makes use of original content, rich animations, interactive simulations and engaging video lessons from India's best teachers. Today, BYJU'S has over 8 million downloads, 4 00,000 annual paid subscriptions and sees addition of 30,000 students every month. Download the app to know more about the company.

## **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. 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 six consecutive years from 2003 to 2007 and from 2011-2016 by Brand Equity's Most Trusted Brand Survey. To know more about Colgate, please visit [www.colgate.co.in](http://www.colgate.co.in)