COLGATE-PALMOLIVE *(INDIA) LIMITED*

Regd. Office :
Colgate Research Centre,
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Mumbai - 400 076.
Tel. : 67095050
Fax : (91 22) 25705088
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August 11, 2010

The Secretary
Bombay Stock Exchange Limited
Dalal Street
Mumbai

Fax: 2272 3121 / 3719 / 2037 / 2041 / 2061 / 2039
Kind Attn : Mr. S. Subramanian / Mr. Bhushan Mokashi

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

Fax : 26598237 / 26598238/ 66418124/25/26
Kind Attn : Mr. Hari / Ms. T.S. Jagadharini

Dear Sir:

Sub: Appointment of Whole-time Director

The Board of Directors of the Company at their meeting held today appointed Mr. Paul Alton as the Whole-time Director of the Company effective September 1, 2010 subject to the approvals of the Central Government and Shareholders of the Company. Mr. Alton will head the Finance function and be the Chief Financial Officer of the Company.

Mr. Alton is currently working as the Group Finance Director of Colgate's Affiliate, Hawley & Hazel Chemical Co (H.K) Limited at Hong Kong since June 2006. Earlier he was Finance Director of Colgate Germany and Austria, where he made significant contribution to the business in spite of the challenges of tough operational environments.

Mr. Alton joined Colgate in 1989 in the Operational Analysis Department of the European Division based in Brussels and he was promoted to Director, Operational Analysis in 1992. In 1995, Mr. Alton became General Manager of Project Catalyst where he played a vital leadership role in successfully rolling out SAP across the European Division. He then became the Finance Director of Colgate, Turkiye.

Mr. Alton holds a bachelor degree in chemical engineering and an MBA finance from Cranfield School of Management in the U.K.

Very truly yours
Colgate-Palmolive (India) Limited

K. V. Vaidyanathan

K V Vaidyanathan
Whole-time Director &
Company Secretary