

Mera Colgate

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SURVEY OF INDIA'S MOST TRUSTED BRANDS

The Brands That Rocked The Cradle

Last year's most trusted by HLE's Power Brands no longer take a lead

4th place, as Colgate takes the top spot
 All the Big Three cola brands
 Most Trusted



Dettol Slips To No. 2, Colas Biggest Losers In Brand Equity Survey

Colgate smiles its way to the top

Brand Equity
 Survey 2003

THEY are the brands that should generally score perfect marks in the annual

BRAND EQUITY

MOST TRUSTED BRANDS

PRODUCT PLUS

The FMCG And Consumer Durables Rankings

Rank Brand 02 Rank

1	Colgate	1
2	Dettol	2
3	Pond's	3
4	Lux	4
5	Pepsodent	5
6	Tata Salt	6
7	Britannia	7
8	Rite	8
9	Surf	9
10	Close-up	10
11	Lillibury	11
12	Fair & Lovely	12
13	Vicks	13
14	7star	14
15	Bama	15
16	Philips	16
17	Lifebuoy	17
18	Free	18
19	Amul	19
20	Resonance	20
21	Sony	21
22	Crest	22
23	Lifebuoy	23
24	Head-Aid	24
25	Fanta	25





Proud to be associated with the # 1 Brand

Colgate has the necessary characteristics for high performance: Visionary leadership, empowered work forces, dedication to customers, world-class quality products, continuous improvement and innovation, an efficient distribution network and more . . .

Congratulations Colgate for consistently being voted India's #1 most trusted brand! This year it's 12 years since we started partnering with Colgate

and we are very proud of our association with the Company that sets the benchmark for quality and consumer trust.

Roger C.B. Pereira
CEO & Managing Director,
R&PM Communications
Pvt. Ltd.



Repro has been associated with Colgate now for more than 4 years and our dealings have been on one of the most important and sensitive documents, which Colgate sends to all its stakeholders – the 'Annual Report'. We found Colgate to be the most

professional company and by professionalism, we mean Colgate as a Company and its people do what they say and truly mean what they say.

Colgate believes in long term relationships and makes efforts to ensure that work is done with correct business ethics.



The brand Colgate has now become synonymous with the product and people do not ask for tooth-paste but ask for 'Colgate'.

Mukesh Dhruve
Director, Repro India Limited

Doing business with CP has been both a rewarding and challenging experience. Rewarding, not only because of the returns it has provided our business but more importantly, because of the opportunity to learn, to improve and to grow; and challenging, because of the need to meet the exacting and

demanding standards set by CP. These very qualities are strongly reflected in the CP brand, which stands for dependability, consistency, and the intense desire to provide the customer with the best value available anywhere.

Essel Propack immensely values its relationship with CP.

Ashok Goel
Vice Chairman & Managing Director,
Essel Propack

Colgate-Palmolive has for the past 23 years sponsored the Dominic Savio Colgate Summer Camp at Antop Hill, under its Young India community programmes. Small wonder then that Colgate has been voted the most trusted brand in India for its all-round consistent care and commitment to the nation.

Fr. Aloysius Furtado
Dominic Savio Club



The children at the summer camp. (Inset) Fr. Aloysius seen with Anuska Dabral and a volunteer at the inauguration.



**COVER
STORY**