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Mediation Collapses Between Dabur and Patanjali Over Toothpaste Packaging

Sheikh Rayees • August 4, 2025

PUBLISHED REPORT

The simmering battle between FMCG heavyweights Dabur India and Patanjali Ayurved took a decisive turn after court-directed mediation efforts collapsed in their ongoing trademark and packaging dispute. On August 1, the Delhi High Court was informed that no settlement could be reached between the two companies over the design of Patanjali's "Dant Kanti Red (pan flavour)" toothpaste. Justice Manmeet Pritam Singh Arora, who is overseeing the case, has now...

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