

TRIDENT/CS/2021
October 8, 2021

The Manager Listing Department National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1, G Block Bandra Kurla Complex, Bandra (E) Mumbai - 400 051	The Manager Listing Department BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001
Scrip Code:- TRIDENT	Scrip Code:- 521064

Dear Sir/ Madam

Sub: Submission of Press Release

Pursuant to Regulation 30 and other applicable provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Press Release along with other requisite details, issued by the Company on “Trident Takes a Giant Leap Towards Becoming A National Brand With myTrident.com”.

The same is also available on the website of the Company i.e. www.tridentindia.com.

We hope you will find the same in order.

Thanking you,
Yours sincerely,
For Trident Limited

(Ramandeep Kaur)
Company Secretary
ICSI Membership No.: F9160

Encl: As above

08/10/2021

TL/2021/015015



Press Release

Trident Takes a Giant Leap Towards Becoming A National Brand With [myTrident.com/](https://mytrident.com/)

Ludhiana, India- October 7, 2021: After a successful penetration across Indian markets with its exclusive showrooms, Trident Group, a business-to-business manufacturing giant based in Ludhiana has knocked the doors of Indian households with myTrident.com. A Direct to Consumer website, myTrident.com was launched on 7th October on the auspicious occasion of the first Navratri.

MyTrident.com features top quality products from the house of Trident group ranging from towels, bedsheets, paper, notebooks, bathrobes, rugs, cushions and more. Customers can avail of up to 55% discount on myTrident.com and make the most of Trident's famous gifting range for the festive season. Trident further plans to announce more exciting discount offers during Diwali.

On the occasion, Mr. Rajinder Gupta, Group Chairman said, "It's a new era for Trident and a moment of great pride that we are now taking a major leap towards reaching the consumers directly. Trident has been world renowned for its high quality products which until now were enjoyed by our global customer base and domestic retail customers. With myTrident.com, anyone from any part of India can now purchase these products at the best of prices. We look forward to a great response and reaching out to more and more consumers with myTrident.com. This is just the beginning for us and our next step is making MyTrident.com live for customers across USA within next three months added Mr Gupta ."

The website can be explored here: <https://mytrident.com/>

Stay tuned for more exciting updates.



About Trident Limited:

Trident Limited (NSE: TRIDENT; BSE: 521064) is the flagship Company of Trident Group, a USD 1 billion Indian business conglomerate and a global player. Headquartered in Ludhiana, Punjab, Trident Limited is vertically integrated textile (Yarn, Bath & Bed Linen) and Paper (Wheat Straw-based) manufacturer and is one of the largest players in Home Textile Space in India. Supplying national, captive, and retailer owned brands, the organization is highly decorated with awards from its customers, vendors, and various government entities in recognition of advancing the highest standards in product quality, social responsibility, and environmental stewardship.

The Company operates in two major business segments: Textiles and Paper with its manufacturing facilities located in Punjab and Madhya Pradesh.

For more information, please visit www.tridentindia.com OR contact:

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