

TRIDENT/CS/2021
January 27, 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 issued by the Company on **"Trident Limited Expands Its Retail Footprint With Six New Showrooms Across India"**

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

Digitally signed by RAMANDEEP
KAUR
Date: 2021.01.27 09:02:26 +0530

Encl: As above

27/01/2021

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Trident Limited expands its retail footprint with six new showrooms across India

January 27, 2021

Trident Limited, the flagship Company of Trident Group, a USD 1 billion Indian business conglomerate and leading global player in home textiles, has strengthened its retail presence in the country with the opening of six new exclusive showrooms for its bed and bath linen brands. The newly opened showrooms spread across 500 square feet each are located in Ludhiana (two showrooms), Panchkula, Pune, Solapur and Bhopal. The tally of Trident's exclusive showrooms across India has now increased to 12.

On the occasion, **Mr. Rajinder Gupta, Chairman, Trident Group** said, *"These showrooms are a significant milestone in our journey. With this expansion, we will make our innovative, value driven offerings and affordable luxury accessible to a wider audience who are looking for great quality products by home grown brands. We also take this opportunity, on the occasion of 72nd Republic Day, to strengthen our support to Prime Minister's vision of 'Make In India' which has also been the core philosophy behind our formidable manufacturing capabilities. We are excited to sustain our growth momentum and unlock new frontiers of growth for our industry."* Mr. Gupta also added that Trident is open to collaborate with partners under the franchise model, so that the presence of Trident, pervades throughout the country.

Mr. Rajneesh Bhatia, CEO, Domestic & E-commerce, at the inauguration of Panchkula showroom, said, "The spirit of Trident is invincible when it comes to 'Vocal for Local' & 'Local for Global' and in order to intensify this spirit, we are projecting to take the count of our exclusive showrooms to 45 by the end of 2021. We also envisage to launch other products, within the segment of health and hygiene, that will be conveniently accessible across India, at competitive prices."

Trident has been steadily expanding its brick-and-mortar as well as online retail presence to meet the growing demand for home textiles products triggered by a prolonged lockdown and subsequent growing consumer interest in home decor. To cater to the evolving needs and preferences of its customers, Trident is running "Swatchta pe haq toh sabka hai" campaign. Leveraging advanced technology, Trident has launched 'Tri-Safe Family Pack,' its revolutionary offering in bed and bath products, that has been engineered with a special antibacterial topical treatment. The Tri-Safe Family Pack comprises 6 towels with antibacterial properties at just Rs 999. Customers can now easily access Trident's full range of offerings, including these innovative new launches, in any of the 12 showrooms across the country.

As an exclusive offer, Trident is extending 25% discount on all its Home Textiles offerings, across all showrooms, which shall start from Republic Day and will continue till Basant Panchami (26th Jan-16th Feb, 2021)

All interested may grab this exclusive offer to enhance their lifestyle!

About Trident Group

Trident Limited 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 textiles (Yarn, Bath & Bed Linen) and Paper (Wheat Straw-based) manufacturer and is one of the largest players in the Home Textiles 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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