

Trident Limited Partners with “Kathy Ireland® Worldwide Inc., a California Corporation”

Ludhiana- March 23, 2021: Trident Limited has further strengthened its Brand Portfolio, with the recent addition of “Kathy Ireland®” Brand, through the licensing agreement with “Kathy Ireland® Worldwide Inc., a California Corporation”, under the range of offerings of Home Textiles.

Under this exclusive licensing agreement, Trident shall have the right to use the “Kathy Ireland®” Brand, in its Home Textiles Products. The collection will also be included in Trident's rapidly expanding e-commerce business, featured on many of the most recognizable platforms in the digital space, as well as at select major brick and mortar retailers.

With this initiative, Trident will emerge as vigorous International Home Textile Player and will showcase its presence efficaciously to the brand- conscious market of United States of America, Canada, United Kingdom, India and the European Union.

Coveted association of Trident with “Kathy Ireland® Worldwide Inc”, will further strengthen the Trident’s Innovation capabilities and boost up its commitment of becoming a “Global Strategic Player” in the Branded Home Textiles Segment.

About Trident Limited

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.

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