

Trident Sends Festive Gift Vouchers to Over 2.5 Lakh Shareholders, This Diwali!!!

Ludhiana, India – October 31, 2020: As a token of gratitude for the immense support and faith they received during the lockdown phase, Ludhiana based textiles giant Trident Group has sent festive vouchers as 'Diwali Gift' to over 2.5 shareholders across India. These special vouchers can be availed on buying Trident products. This was made possible through an exclusive tie-up with India's leading e-commerce platform Flipkart.

Furthermore, extending their gratitude, Trident is also offering exclusive gift vouchers to their employees and associates. These vouchers can be availed on two websites exclusively developed by Trident for their Diwali Sale. This initiative has been very well received both by Trident shareholders as well as their employees.

Despite the challenges posed by the COVID-19 pandemic, Trident Group was among the few organizations that stood strong and in fact, emerged gracious than ever before. The Company took to social media several times to thank their shareholders, employees and customers for being rock solid and standing by the Group during the toughest time in the history of mankind.

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.

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