Press Release

Trident Paper honoured with NECA 2014 Award

Trident Limited, the flagship company of TridentGroup, has been selected for the coveted National Energy Conservation Award - 2014 (NECA) organized by BEE (Bureau of Energy Efficiency, Ministry of Power, Government of India) for its Paper Division. Winners of the award would be meeting the Hon'ble Union Minister of State for Power, Coal and New & Renewable Energy at Vigyan Bhavan, New Delhi to celebrate the National Energy Conservation Day on December 14, 2014.

Commenting on receiving the coveted honour, Mr. R.C. Johari, CEO Manufacturing of Trident Limited said, "It was a tough competition between the 840 industries in all 8 sectors. We participated in Pulp and Paper sector of this National Level Competition. It's a tremendous achievement for TridentGroup as we have won this award for the first time. We have shown our true spirit of journeying from being the biggest to the best."

Trident is the world's largest wheat straw based paper manufacturer having Paper and Pulp production capacities of 175,000 TPA and 125,000 TPA respectively. Trident draws more than 10% of its paper segment revenues from exports across 40 countries including India, Middle East, Africa, U.S., Latin America and the U.K. through a strong network of distributors. The Company has been laying special emphasis on Branding Initiatives and has launched various brands such as Trident Natural, Trident My Choice, Trident Eco Green, Trident Spectra and Trident Royal Touch in the paper division, which have been well received in the market. The paper segment of Trident contributes 20% to the Company's total revenues.

Using advanced technology in wheat-straw based paper manufacturing, the company is able to progress towards sustainable growth by reducing input costs and adding environmental sustainability. Trident uses its by-products to generate co-generation power to save energy cost and has its focus on producing eco-friendly paper while using Elemental Chlorine Free (ECF) pulp to reduce environmental impact.

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 is the largest terry towel and wheat straw based paper manufacturer in the world. With the establishment of the state-of-the-art manufacturing processes and systems coupled with appropriate human capital and credentials, Trident has frequently received accolades from its patrons in recognition for delivering high quality standards and for its customer-centric approach.

The Company operates in two major business segments: Textiles and Paper with its manufacturing facilities located in Punjab and Madhya Pradesh. Trident's customer base spans over more than 75 countries across 6 continents and comprises of global retail brands like Ralph Lauren, Calvin Klein, JC Penney, IKEA, Target, Wal-Mart, Macy's, Kohl's, Sears, Sam's Club, Burlington, etc. With export turnover accounting for about 50% of total sales of the Company, Trident Group has emerged as one of the world's largest integrated home textile manufacturer.

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

Anjali Awasthi

Trident Limited

Tel: +91 161 5039 999

Fax: +91 161 5039 900

Email: anjaliawasthi@tridentindia.com