TRIDENT GROUP

TRIDENT/CS/2014
January 13, 2014

National Stock Exchange of India Limited Exchange Plaza Bandra Kurla Complex, Bandra (E) Mumbai- 400 051	BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001
Scrip Code: - TRIDENT	Scrip Code: - 521064

Sub: Compliance under clause 31 of the Listing Agreement

Dear Sirs,

Pursuant to clause 31 and other applicable provisions of the Listing Agreement entered into by the Company, please find enclosed herewith copy of the Press release issued regarding Aadhaar Linked Disbursal of Salary to the Employees of Trident Group - The first corporate sector initiative on APB in India.

We hope you will find the same in order.

Thanking you,

For **Trident Limited**

(Pawan Babbar)
Deputy Company Secretary

Press Release- Aadhaar Linked Disbursal of Salary to the Employees Of Trident Group -The first corporate sector initiative on APB in India

Punjab's Company takes the Lead at National Level

Ludhiana/Barnala/Bhopal, January 13, 2014: Trident Group is a leading manufacturer of Terry Towels, Paper, Yarn and Chemicals with a strong presence in Punjab & Madhya Pradesh and an array of customers spread across 75 countries. With a Compounded Annual Growth Rate (CAGR) of more than 30%, Trident has established itself as one of the fastest growing groups in India. It has now attained the distinction of being the first corporate in the country to disburse salary of its employees leveraging **Aadhaar Payment Bridge (APB).**

The soft launch of the project of the project was done today in New Delhi by **Sh. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, Government of India** and **Sh Nandan Nilekani, Chairman, Unique Identification Authority of India(UIDAI). Sh Rajinder Gupta, Chairman Trident Group** was also present on the occasion.

Salary of employees of Trident Group has been transferred to their Aadhaar linked bank accounts leveraging Aadhaar Payment Bridge(APB).

Speaking on the occasion, Deputy Chairman, Planning Commission, Government of India Sh. Montek Singh Ahluwalia complimented Trident Group and UIDAI for successful launch of Aadhaar Linked Disbursal of Salary of Trident employees.

Sh. Ahluwalia expressed optimism that this initiative by Trident group would become a role model for other corporate players to follow in coming days ahead.
Use of APB for transferring salary will provide transparent mechanism to check the outflow of cash benefit to the accounts of individual and enables re-conciliation of accounts and ensures that there is no duplication, falsification in transfer of salaries to identified employees.

Meanwhile Sh. Nandan Nilekani, Chairman UIDAI welcoming Trident group in UIDAI ecosystem, congratulated the group for being the first corporate in the country to implement Aadhaar linked salary disbursal for its employees. This technology platform with advantage of de-duplication would be increasingly used by private sector and would create innovative applications for its use in more efficient manner. Sh Nilekani said both government as well as private sector has started accruing benefits from Aadhaar.

Speaking on the Aadhaar generation, Sh. Nilekani added that Unique Identification Authority of India (UIDAI) has completed issuance of 54 crore Aadhaar numbers and with generation of about 11 lakh Aadhaar every day, the flagship programme appears all set to complete its mandate of covering 60 crore population in coming months.

Chairman Trident Group, Sh. Rajinder Gupta, speaking on the occasion said salary of employees of Trident has got credited through Aadhaar payment bridge(APB).

Sh. Gupta informed that Trident has decided to link all their future recruitment with Aadhaar number for demographic verification. “It is estimated that we shall employ more than 6000 persons in coming quarters. We shall facilitate to link more than 20000 families with Aadhaar number for disbursal of salary, bank transactions, LPG gas and other social benefits of Government in coming year.”

Sh. Gupta added salary transfer through APB was a ‘game –changer’ not only for Government sector but also for the corporate world. Sh Gupta added cases of impersonation has been found in private sector especially in staff which has been outsourced but with the use of APB it will not only enhance transparency but also help in weeding out ghost beneficiaries from the system.

Sh Gupta thanked UIDAI and appreciated professional support & guidance provided by Mrs. Keshni Anand Arora, IAS, Deputy Director General UIDAI, Chandigarh and her team in launching this first of its kind APB based salary disbursement for its employees in private sector to their Aadhaar linked bank accounts.

About Trident Limited:

Trident Limited is the flagship company of Trident Group a USD 1 Billion global player, with its array of customers spread across 75 countries. Trident Limited is a leading manufacturer of Terry Towels, Paper, Yarn and Chemicals.

The Company has emerged as one of the largest manufacturers of terry towels and wheat straw based paper manufacturers in the world. Trident is associated with global retail brands across the globe, including Ralph Lauren, Calvin Klien, JC Penney, IKEA, Target, Wal-Mart, Macy's, Kohl's, Sears, Sam's Club, Burlington, etc. Trident has also frequently received accolades from its patrons in recognition for delivering high quality standards and for the customer centric approach. With a Compounded Annual Growth Rate (CAGR) of more than 30%, Trident has established itself as one of the fastest growing groups in India.

Now, with the establishment of the state-of-the-art manufacturing processes, systems coupled with appropriate human capital and credentials, it is continuously making investment for expanding and modernizing its capacities.

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

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