TRIDENTGROUP™
Being different is normal

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TRIDENT/CS/2016
July 1, 2016

National Stock Exchange of India Limited Exchange Plaza Plot No. C/1, G Block Bandra Kurla Complex, Bandra (E) Mumbai- 400 051	BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001
Scrip Code: - TRIDENT	Scrip Code: - 521064

Subject: **TRIDENT launches exquisitely crafted range of Bed and Bath Linen collection at HGH India, 2016**

Dear Sirs,

We would like to inform you that Trident Limited has today announced the launch of an exquisitely crafted range of bed and bath linen collection at HGH INDIA, 2016. Trident is introducing its Fall Winter Collection amid its "Glass House" concept at Hall No 1, Bombay Exhibition Centre, NESCO Estate, Goregaon East, Mumbai from July 1-3, 2016.

Apart from launching its uniquely crafted niche products such as Nectar Soft, Melange and Air Rich collections, offering a complete home textile solution, Trident is also showcasing its latest Festive Gift Collection.

The Press release issued on this occasion is enclosed.

This is for your information & records please.

Thanking you.

Yours sincerely,

For Trident Limited

TRIDENT LIMITED SANGHERA-148101, INDIA TRIDENT GROUP

(Pawan Babbar)
Company Secretary

Encl: As above

Press Release

TRIDENT launches exquisitely crafted range of Bed and Bath Linen collection at HGH India, 2016

Mumbai, July 1, 2016: Trident Limited, one of the world's largest vertically integrated Home Textile Player, today announced the launch of an exquisitely crafted range of bed and bath linen collection at HGH INDIA, 2016.

The creative team at Trident is introducing its Fall Winter Collection amid its "Glass House" concept at Hall No 1, Bombay Exhibition Centre, NESCO Estate, Goregaon East, Mumbai from July 1-3, 2016. Apart from launching its uniquely crafted niche products such as Nectar Soft, Melange and Air Rich collections, offering a complete home textile solution, Trident is also showcasing its latest Festive Gift Collection.

Sharing his thoughts on the new fall winter collection, Mr. Rajinder Gupta, Chairman at Trident Limited, states:

"At Trident, we are guided by a customer centric approach. We have tried to create interesting combinations with our contemporary designs, innovative constructions and luxurious fabrics, keeping in mind the latest fashion trends. Where Nectar Soft renders a velvety smooth hand feel enticing you to come back for more, Trident Air Rich is a classic example of elegant, light, durable and silken soft bed and bath linen collection. This new collection is yet another step towards fulfilling our commitment to provide innovative and exclusive home textile solutions to our customers."

For the event, Trident is also showcasing its latest Macron Collection, which creatively plays around interesting colour tones and textures, for a lasting style statement. These sheets and towels are fade resistant and easy to maintain. All products under this collection are high involvement products that complement lifestyles and cater to different choices. The bed and bath linen under this category are a perfect blend of colours, looks, feel and aesthetic designs.

Trident, today, offers a variety of brands of terry towels and bed linen, catering to everyday as well as indulgent use. These home textiles products are sold under various established brands like Trident Organica, Trident Indulgence, Trident Home Essentials, Trident Cuddlies, Trident Bath Buddy and Trident Play.

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About Trident Limited:

Trident Limited is the flagship Company of TridentGroup, 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: Home Textiles and Paper with its manufacturing facilities located in Punjab and Madhya Pradesh. Trident's customer base spans over more than 100 countries across 6 continents and comprises of global retail brands like Ralph Lauren, 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, TridentGroup has emerged as one of the world's largest integrated home textile manufacturer.

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

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