Press Release

Trident honoured with Prestigious 'Niryat Shree' Award

Ludhiana/Barnala/Bhopal, December 1, 2014: Trident Limited, flagship company of Trident Group, has bagged the Silver Trophy of prestigious "Niryat Shree" Award for achieving excellence in the field of exports. The Award is recognition for entrepreneurship, marketing skills and esteemed workforce of the Company. The Award was presented to **Mr Abhishek Gupta, Chief - Strategic Marketing, Trident Limited,** by **Hon'ble President of India, Shri Pranab Mukherjee in grand function held at Vigyan Bhawan, New Delhi on December 1, 2014**.

Speaking about the achievement, Mr Abhishek Gupta said, "*We are very pleased and delighted to receive the award. It is a matter of honour for us. The recognition is an acknowledgement of continuous efforts of Trident to make India an export hub of Textiles and Paper. It is extremely encouraging for us and we thank Hon'ble President of India, Shri Pranab Mukherjee and Federation of Indian Export Organisations (FIEO) for honoring us with this award*".

Trident has been on a winning streak for its high exports and has bagged 16 awards in various categories of exports since 2005-06. Now, adding another feather to its hat, Trident is honoured by prestigious "Niryat Shree" Award.

The evening was graced by the presence of the Hon'ble President of India, Shri Pranab Mukherjee, Commerce Secretary, Shri Rajeev Kher and Director General of Foreign Trade, Shri Pravir Kumar, at the award function. The awards were presented to the entrepreneurs who excel in the field of export.

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:

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