TRENT LIMITED
A TATA ENTERPRISE

24th April 2015

To,
The Listing Department
National Stock Exchange of India Limited
"Exchange Plaza"
Bandra – Kurla Complex
Bandra (E), Mumbai 400 051
Scrip Code : TRENT EQ
Fax: 022-26598237-38

To,
The Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai 400 001
Scrip Code: 500251
Fax:022-22723121

Dear Sir,

Sub: Press Release

Please find attached a press release to be issued by the Company.

Yours faithfully

For Trent Limited

M.M. Surti
Company Secretary

Encl: a/a

Trent brings Sport Zone to India!

Sport Zone, Portugal's leading sports retail chain, enters India through stores managed by Trent

Bangalore, April 24th 2015: Established in 1998 and part of the Tata group, Trent, one of India's largest and fastest growing retail chains launches Sport Zone in Bangalore, today. Sport Zone, of Portuguese origin, is the largest chain of sports shops in Portugal. The innovative products and equipment developed and marketed by Sport Zone will be available to the Indian customers in franchised stores and shop-in-shops in department stores managed by Trent. The first such store is the newly launched Commercial street store of Landmark. The partnership plans to open the first five Sport Zone stores in India by end of 2016.

Commenting on the partnership, **Miguel Mota Freitas, CEO of Sonae SR**, said: " Sonae has sought to capitalize on the distinctive factors of its brands worldwide, exploiting their competitive advantages, based on the design and quality of their products. The group's entry into the Indian market is another important step in this strategy, as it enables us to strengthen our presence in Asia and allows us to have Trent as a benchmark partner in the second most populous country in the world."

Commenting on this association, **Mr. Philip Auld, MD, Trent**, said, "Partnering with Sport Zone is an exciting development for Trent providing consumers with a wide range of exclusive Sports brands and leading international brands in a compelling format."

Sport Zone is Sonae's specialized sports retail brand and has a leading position in the Portuguese market. Established in 1997 Sport Zone offers a wide range of sports goods and equipment of leading international brands as well as exclusive brands and has over 100 stores across the world. Sport Zone also markets its brands and innovations worldwide since its exclusive brands are available through wholesale channels in 22 countries.

In its mission, Sport Zone projects a spirit of strong motivation and promotion of sports and carries out several initiatives such as organizing sports events, supporting athletes, sports clubs

and associations. The Bangalore store, one of its kind is sectioned to offer its customers with the merchandise of the best sports brands from Sport Zone.

About Sonae:

Sonae is one of the largest retail groups in Portugal with two major partnerships in Shopping Centers (Sonae Sierra) and Telecommunications (Sonaecom) businesses. At the end of 2014, Sonae achieved turnover of around 5 billion euros. The group's strategic objectives are: global expansion and portfolio investment diversification by boosting its assets and skills base.

Sonae SR, the specialized retail area of Sonae, develops and manages a set of leading brands in their respective market segments: Sport Zone (sports clothing, footwear and equipment), MO (clothing, footwear and accessories), Worten (consumer electronics and entertainment) and Zippy (clothing, footwear and accessories for babies and childcare products).

Sport Zone is the largest chain of sports shops in Portugal offering a wide range of sports goods and equipment of exclusive and leading international brands.

Find out more at www.sonae.pt

About Trent:

Established in 1998 and part of the Tata group, Trent is headquartered in Mumbai but has pan-India operations. Trent operates Westside, one of India's largest and fastest growing retail chains; Star Bazaar, a hypermarket & convenience store chain and Landmark a family entertainment format store. The company has already established 85 Westside stores across 50 cities. The Westside format offers a predominantly exclusive brands model across women's wear, menswear, kids' wear, footwear, lingerie, cosmetics, perfumes and handbags, household furniture and accessories. Trent Hypermarket operates in the ultra-competitive food, grocery and daily needs segment under the Star banner. Landmark is a family entertainment format store with a focus on toys, books, sports-related merchandise, tech accessories, gaming and stationery.

Trent Partnerships include:

- Trent Hypermarket Limited which operates the Star Bazaar and related format stores, is a 50:50 Joint Venture between Tesco Plc and Trent.
- Trent has a separate joint venture with the Inditex group for Zara stores.
- Trent has introduced Lakeland, the innovative kitchenware retailer to India. Stores are currently present in Pune and Bengaluru.

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