Press Release

Trident wins ECGC - D&B Indian Exporters' Excellence Awards 2015

Ludhiana, March 09, 2015: Trident Limited, the flagship company of TridentGroup, has been awarded the prestigious Indian Exporters' Excellence Awards 2015 organized by ECGC and Dun & Bradstreet (D&B) India. The awards instituted recognize valuable contributions of Indian exporters to growth of the economy.

Dun & Bradstreet (D&B) is a leading Fortune 500 Company providing commercial data to businesses on credit history, business-to-business sales and marketing, counterparty risk exposure, supply chain management, lead scoring and social identity matching. They have formed an alliance with ECGC, a Government of India Enterprise, providing export credit insurance facilities to exporters and banks in India.

Trident has won the awards (Runner Up) under two categories:

- **Best Diversified Exporter**
- **Best Rural Exporter**

Trident generates about 50% of its revenues from exports and has achieved a CAGR of 40% in exports over the last two decades. As a diversified exporter, Trident exports a bouquet of products under textiles and paper segment - to over 75 countries across 6 continents, with US as its top export destination followed by Europe. In FY14, 100% of Trident's export sales were from its rural operations situated at Dhaula and Sanghera (Punjab). The Company has also adopted 200 villages and more than 71,200 acres of land and 2,000 farmers in Punjab to support its rural operations.

The awards were presented on Saturday, 7th March at a grand ceremony held in Mumbai. Smt. Nirmala Sitharaman, Honourable Minister of State, Ministry of Commerce & Industry, Government of India graced the event as the Chief Guest. The awards for TridentGroup were received by Mr. Abhishek Gupta, Chief Executive Officer (Strategic Marketing) of Trident Ltd.

About Trident Limited:

Trident Limited is the flagship company of TridentGroup, a USD 1 billion Indian business conglomerate and 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, TridentGroup 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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