TRIDENT GROUP

TRIDENT/CS/2012
September 29, 2012

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

Sub: Winner of CITI-Birla Award for Human Resource Management in Textile Mills during 2011-12

Dear Sirs,

We would like to inform you that the Company has been conferred "CITI Birla Award for Human Resource Management in Textile Mills during 2011-12" by CITI-Birla Economic and Textile Research Foundation for achieving Excellence in Human Resource Management.

Trident Limited has been privileged by the award for adopting the best HR practices across all verticals of HR, like Organization Development (OD), Recruitment and Retention and PMS, Reward and Recognition and in addition has introduced various incentive schemes for applauding and encouraging the earnability of its high performing members.

The award was presented by Mr. SV Arumugam, Chairman, Confederation of Indian Textile Industry (CITI).

The press release issued on this occasion is enclosed.

This is for your information please.

Thanking you

Yours faithfully
For **Trident Limited**

Pawan Babbar

(Pawan Babbar)
Deputy Company Secretary

For immediate Release

Trident conferred with "CITI Birla Award for Human Resource Management in Textile Mills"

Mumbai, 28th September, 2012: Trident Limited, one of country's leading textile manufacturers, was conferred with the prestigious CITI's Birla Award for Human Resource Management in Textile Mills, today. The award aims at recognizing the path breaking achievements undertaken by organizations to strive towards formulating innovative HR policies. The award was presented to **Mr. DK Mittal, Location Head, Budni, Trident Limited,** by **Mr. SV Arumugam, Chairman, Confederation of Indian Textile Industry (CITI).**

Trident Limited has been privileged by the award for adopting the best HR practices across all verticals of HR, like Organization Development (OD), Recruitment and Retention and PMS, Reward and Recognition and in addition has introduced various incentive schemes for applauding and encouraging the earnability of its high performing members. This award encourages entrepreneurship thus, empowering them to take decisions and promotes ownership within the organization. The initiatives aim at enhancing the managerial competencies and to facilitate organizational growth and development.

Speaking on the occasion, Mr. YPS Kanwar, HR Head, Trident Limited said "It is a moment of pride for us to be recognised for excellence in HR practices and Management at Trident. People are our biggest assets who contribute hugely to the success of our company. Our innovative employee engagement initiatives have resulted in winning this coveted award as our people have been continuously contributing to the values and ethics that our company upholds. It is a combination of various HR initiatives and our belief in fostering a culture that supports health and well being of every employee. I am obliged to the confederation for appreciating our efforts and honoring us with this award."

This award adds another feather in the hat of Trident Limited, where Human Resource is considered one of the most indispensable assets of the organization. Furthermore, Trident Limited continues to put a lot of emphasis in providing an equal opportunity in supporting women employees and encourage them to be leaders of tomorrow. Considering the vast talent pool of women in this organization and the need for mentoring and empowering women in Trident and the society, Asmita- A women empowerment forum was launched in 2008. The forum aspires to focus on health, welfare, education and overall development of women to make them self reliant. The company also keeps organizing various CSR initiatives that include continuous participation in development of Sacred Heart School at Barnala, conducting free medical checkup camps to address health problems, provision of residential colonies for operatives at plant sites amongst many others.

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.

TRIDENT LIMITED SANGHERA-148101. INDIA TRIDENT GROUP

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 Wal-Mart, JC Penney, IKEA, Target, 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.

For further information, please contact:

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