TRIDENT GROUP

TRIDENT/CS/2013

April 9, 2013

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: Updates as per Listing Agreement

Dear Sirs,

In terms of the Listing Agreement entered into by the Company, we would like to inform that the Company has been recognized as "Principal Partner - Bath" for the year 2012-13 by Sears Holdings Corporation **(Sears)**, a leading integrated retailer with over 2,600 full-line and specialty retail stores in the United States and Canada. The Company bagged the honor for partnering with Sears for developing successful Bath Shop programs for the Company.

The award was presented at Vendor Recognition Dinner and Award Ceremony organized by Sears in Hong Kong.

A Press Release issued in this regard is attached herewith.

This is for your information & records please.

Thanking you

Yours faithfully

For **Trident Limited**

TRIDENT LIMITED ★ TRIDENT GROUP ★ SANGHERA-148101, INDIA

Pawan Babbar
(Pawan Babbar)

Deputy Company Secretary

Encl: As above

TRIDENT GROUP

Trident recognized as "Principal Partner- Bath" by Sears Holdings Corporation

Ludhiana, April 9, 2013 - Trident Limited, one of country's leading textile manufacturers, has been recognized as "Principal Partner - Bath" for the year 2012-13 by Sears Holdings Corporation, a leading integrated retailer with over 2,600 full-line and specialty retail stores in the United States and Canada. The company bagged the honor for partnering with Sears for developing successful Bath Shop programs for the company.

The award was presented to Trident Limited at Vendor Recognition Dinner and Award Ceremony organized by Sears Holdings in Hong Kong.

Speaking about the achievement, Mr. P.K. Markanday, Chief Operating Officer, Textile Division, Trident Limited said, "We are very pleased and delighted to receive the award. It is extremely encouraging for me and my team and we thank Sears for honoring us with this award. The accolade is a motivation for us, to build on our successes and keep pursuing the processes and systems which form the foundation of our organization, in the best possible manner."

Previously, as well, numerous awards have been bestowed to Trident by its customers for delivering best quality and introducing innovation which include 4 times Walmart Supplier of the year, 3 times JC Penney Award (Best Supplier, Innovation & Quality), 2 times IKEA Quality and Sustainability Awards etc.

Trident has already established its niche in the global market by building the confidence and trust of customers and has emerged as one of the world's largest manufacturers of Terry Towels. Trident has been catering to the top retailers across all five continents of Globe.

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.

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.

