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TRIDENT/CS/2025

January 01, 2025

National Stock Exchange of India Limited

Exchange Plaza, Plot No. C/1, G Block

Bandra Kurla Complex, Bandra (E), Mumbai – 400 051

Script Code: TRIDENT

BSE Limited

Phiroze Jeejeebhoy Towers

Dalal Street, Mumbai – 400 001

Script Code: 521064

Sub: Press Release on “Trident celebrates New Year with shareholders offering gifts and greetings”

Dear Sir/ Madam

Pursuant to the Regulation 30 and other applicable provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that, on the occasion of New year 2025, as a token of love, the Company has sent the special discount vouchers to its shareholders for purchase of Company’s products.

The Press release issued by the Company in this regard is also enclosed herewith.

Thanking you

Yours faithfully,

For **Trident Limited**

(Sushil Sharma)

Company Secretary

ICSI Membership No.: F6535

Encl: As above

Disclaimer :- The details of the authorised signatories are uploaded on the official website of the Company. You may authenticate the authority of the signatory before relying upon the contents of this communication by visiting <https://www.tridentindia.com/authority-matrix/> or may write to us on corp@tridentindia.com.

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Press Release

Trident celebrates New Year with shareholders offering gifts and greetings

Ludhiana January 01, 2025: Trident Limited extends New Year gratitude to all shareholders for the immense faith and trust they have shown in the company over the years.

As a token of love & appreciation, the company extends its 'New Year Gift' to its shareholders. This special voucher can be applied on buying Trident products on e-commerce platform 'myTrident'.

Shareholders can avail the discount on Trident's exclusive product portfolio and collection of bed and bath linen and other home décor by subscribing to the voucher sent in their respective emails.

'myTrident' is Trident Group's leading brand specializing in luxurious & premium home furnishings. The company caters to all segments across luxury, premium to everyday. From designs, innovation and sustainability, the brand has been setting benchmarks in the home textile industry. With a sharp focus on customer demands, myTrident offers a range of exquisite products including bed sheets, towels, luxury rugs, bathrobes and much more. Each item is crafted with precision and attention to detail, to offer customers an unparalleled sense of comfort, style, and elegance. myTrident products can be found across all leading hotels of the country. The brand also offers an easy online shopping experience at <https://www.mytrident.com/>

About Trident Group:

Trident Limited is the flagship company of Trident Group, a leading Indian conglomerate with global operations. Headquartered in Ludhiana, Punjab, Trident Limited is vertically integrated in textiles (yarn, bath & bed linen) and paper (wheat straw-based) manufacturing. Its products, including towels, yarns, bedsheets, and paper, enjoy global acclaim and cater to millions of customers worldwide. Trident is renowned in India's home textile sector, supplying national, captive, and retailer-owned brands. The organization has been honored with numerous awards for its excellence in product quality, social responsibility, and environmental stewardship.

Trident operates world-class manufacturing facilities in Barnala and Dhaura (Punjab) and Budhni (Madhya Pradesh), serving a diverse global clientele.

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