

TRIDENT/CS/2022
October 21, 2022

National Stock Exchange of India Limited

Exchange Plaza, Plot No. C/1, G Block
Bandra Kurla Complex, Bandra (E), Mumbai – 400 051
Scrip Code: TRIDENT

BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001
Scrip Code: 521064 | NCD: 960173

Sub: Press Release on “30% Mega Discount announced by TRIDENT exclusively for its Shareholders this Diwali”

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 this festive season, as a token of love, the Company is sending the Festive Gift Vouchers to Over 19 Lakh Shareholders.

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

Thanking you

Yours faithfully
For Trident Limited

(Hari Krishan)
Company Secretary

Encl: As above

21/10/2022

TL/2022/027355

30% Mega Discount announced by TRIDENT exclusively for its Shareholders this Diwali

Lighting up the joy of Diwali celebrations among its family members, a leading home furnishing brand, mytrident announces to send 'discount vouchers' to the shareholders as a Diwali gift. The voucher shall entitle each shareholder to a discount of 30% on products of the company.

The company is sending a "Discount Voucher" to all its shareholders as a small token of their love and tremendous support. Shareholders can avail themselves of this special Diwali Gift over and above the existing site-wide deals and discounts on all trident products listed on their commerce platform -mytrident.com. The details of the voucher have been sent on the registered email-id of the shareholders and this special offer will last till 31st October 2022," the company informed.

Recently, the brand launched its fresh festive collection with a multimedia campaign, '**Rishtey Ho Ya Ghar Sajao Mytrident Se**' with a high celebrity vibe, featuring a very popular mother and daughter pair, Neena Gupta & Masaba Gupta. The campaign outlines the cherishing moments of mother-daughter and adds to the zeal of sprucing up the home's interiors during the festive season. The campaign aims to inspire people to make their home festive-ready and revel in mytrident. Here is the video launched.

[This festive season Rishtey ho ya ghar, sajao myTrident se | Jao now, sajao now! - YouTube.](#)

Since its inception, the brand has been an exceptional leader when it comes to bringing world-class home furnishing products and affordable luxury to every doorstep. Its success can be attributed to its uncompromising stance on customer satisfaction, world-class quality, and a huge product portfolio. In a very short time, the brand has established its prominence across India with a vast network of multi-brand outlets, and exclusive brand outlets, as well as the establishment of a strong online presence through its thriving e-commerce platform and leading marketplaces. It offers a diverse line of products and services, including bedsheets, towels, rugs, bathmats, curtains, mink blankets, pillows, hard goods and much more.

MyTrident's collection of products can be explored here: <https://www.mytrident.com/>

About Trident Limited:

Trident Limited (NSE: TRIDENT; BSE: 521064) is the flagship Company of Trident Group, a USD 3+ billion Indian Business Conglomerate, and a Global Player. Headquartered in Ludhiana, Punjab, Trident Limited is vertically integrated textile (Yarn, Bath & Bed Linen) and Paper (Wheat Straw-based) manufacturer and is one of the largest players in Home Textile Space in India. Supplying national, captive and retailer owned brands, the organization is highly decorated with awards from its customers, vendors, and various government entities in recognition of advancing the highest standards in product quality, social responsibility, and environmental stewardship.

The Company operates in two major business segments: Textiles and Paper with its manufacturing facilities located in Punjab and Madhya Pradesh
