

TRIDENT/CS/2022
September 9, 2022

The Manager Listing Department National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1, G Block Bandra Kurla Complex, Bandra (E) Mumbai – 400 051	The Manager Listing Department BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai – 400 001
Scrip Code:- TRIDENT	Scrip Code:- 521064 NCD:- 960173

Dear Sir/ Madam

Sub: Submission of Press Release

Pursuant to Regulation 30 and other applicable provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Press Release along with other requisite details, issued by the Company on **“Trident Celebrates 1st Anniversary Announces Additional Discount Offers exclusively for its Shareholders”**.

We hope you will find the same in order.

Thanking you,

Yours sincerely,

For Trident Limited

[Hari Krishan]
Company Secretary

Encl: As above

09/09/2022

TL/2022/026520

Trident Celebrates 1st Anniversary Announces Additional Discount Offers exclusively for its Shareholders

Ludhiana, September 9, 2022: Celebrating the 1st Anniversary of mytrident.com, an e-commerce website of the home brand of Ludhiana-based textile giant, Trident Group has announced additional discount of 25% applicable on the existing sitewide offers for its Shareholders on all its products on mytrident.com. Establishing a stronger foothold among its patrons, the brand has emerged as a one-stop solution provider for home décor by launching rugs, TOB, cushions and more. This special offer will be valid till 11th September, 2022.

Blended with fun, vivid, and modern aesthetic for a vibrant every day, the collection caters to our daily household needs. The website has been designed primarily to help customers transition from offline to online, so that they shop at best prices, without having to deal with hassles of driving and parking, thus saving time.

Trident had previously offered a special year-end discount to its Shareholders. These exclusive discount vouchers will be sent to the Shareholders as an e-mail. The procedure of redeeming these vouchers has also been listed in the e-mail for convenience.

Our 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.