

TRIDENT/CS/2022
September 30, 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: 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 Announces Festive Bonanza of Additional 25% Discount exclusively for its Shareholders”**.

We hope you will find the same in order.

Thanking you,
Yours faithfully,
For **Trident Limited**

(Hari Krishan)
Company Secretary

Encl: As above

30/09/2022

TL/2022/026968



Press Release

Trident Announces Festive Bonanza of Additional 25% Discount exclusively for its Shareholders

Ludhiana, September 30, 2022: While the festival of lights brings you good luck and prosperity, you can always rely on Trident to make the festive season even more special for you and your loved ones.

Bringing joy to millions of its shareholders this festive season, Ludhiana-based textiles giant, Trident Group has announced a special **Festive bonanza of an additional 25% discount exclusively for its shareholders**. Shareholders can avail themselves of this special discount over and above the existing site-wide attractive deals and discounts on all trident products on the company's **E-Commerce site [mytrident.com](https://www.mytrident.com/)**.

These exclusive discount vouchers are being sent to the Shareholders as an e-mail. The procedure for redeeming the vouchers has also been listed in the e-mail for their convenience.

This special offer for the shareholders is valid from October 1, 2022 to October 9, 2022.

With an idea to emerge as a one-stop solution provider for all home décor and festive gifting needs, Trident has added to its product portfolio an exceptional line of gifting collections focused to cater to the Indian market with a widened range of home furnishing products including rugs, bathmats, curtains, mink blankets, pillows, hard goods, bed and bath linen and much more.

For the growing aspirations of the consumers, Trident offers products for every kind of demand, be it bedsheets that regulate its temperature while you sleep, or a towel which transforms your space into a yard of natural fragrance. Trident truly is a one-stop solution provider for all kinds of moods and knacks.

Derived by research and consumer study, the company's in-house Product Design and Innovation team work tirelessly to bring the best-suited products to its patrons. Trident products exhibit comfort, warmth, authenticity, cheerfulness, and grace – all that make a house a home. We are MY TRIDENT – MY LOVE FOR HOME.

Make the most of the festive offers and discounts and pamper your loved ones with thoughtful gifts this festive season.

Trident'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.