

Trident's Rustic Abode at HGH, 2017

ABOUT TRIDENT GROUP

Trident Limited is the flagship Company of TridentGroup, a USD 1 Billion Indian business conglomerate and a Global player. Incorporated in the year 1990 and headquartered in Ludhiana, Punjab, the company continues to grow under the dynamic leadership of its founder chairman Mr. Rajinder Gupta, a first generation entrepreneur. With its values, vision and relentless toil, Trident has emerged as a key exporter of integrated home textile products and largest manufacturer of wheat straw based paper. Trident has a customer base spanning over 100 countries across 6 continents. Recipient of over 70 corporate awards, Trident with its commitment to deliver the best has not only enveloped a remarkable global trail but has also carved a niche in the domestic market.

Explore what happens when the World's Largest, Weaves with passion the World's Finest!

In today's day and age, home textiles is looked at with a revolutionary interest. Bed and bath linen is not just considered to be a mere utility but a statement that complements lifestyles and choices. Adding a touch of luxury to the functional role of these humble woven fabrics, TridentGroup, one of the leading players in the category, declares the onset of fall winter with their new luxury collection. The creative team at Trident took a rustic route this year for HGH 2017; exhibiting their new range of products in a country cottage. Nestled in a wood planked house is a wide variety of bed&bath collection in fresh and vibrant seasonal colors, celebrating the essence of fall winter with the most luxurious fabrics and prints. Sharing his insight, Mr. Rajinder Gupta, Chairman, TridentGroup

states, "At Trident, we believe in progressing with technology, guided by a customer centric approach. Passion represents our internal drive and defines our core. Our commitment to work towards excellence enables us to introduce something new and exciting to our customers every season. This year we have tried to cater in terms of variety in styles, colors and textures to add an extra ounce of dynamism to your homes." Trident's spectacular display at HGH showcases an interesting combination of Special finishes and home spun fine fabrics. Where Nectar Soft renders a velvety smooth hand feel, Trident Air Rich is a classic example of plush and breathable fabrics. Another opulent feather to their premium collection is Macaron which renders a unique tonal look to the bed and bath linen.



Sharing her thoughts on the creative process, Mrs. Gayatri Gupta, Creative Director, TridentGroup, states, "Home is where my heart is; being someone who is ever so keen onto buying bed&bath linen for our own home, I always emphasize on quality and functionality of products as we design. For me, the product has to be both beautiful and practical. Our latest collection showcases creativity with an interesting play of colors and is chic

Their elaborate gifting collection comprising of Indulgence Plus Gift Set, Organica Gift Set, Classic Celebrations Gift Set, Aroma Gift Set, His & Her Gift set, Home Essential gift set, Color splash gift set and festive Diwali Gift sets. Elaborating upon these collections, Mr Rajneesh Bhatia, CEO India Marketing, states "We have a lot of variety to suit the sensibilities of each one's personal domain. From every day to indulgent uses, we have our

▶ *The company's Budhni plant is the world's largest terry towel manufacturing facility. This plant is also vertically integrated to carry out every step empirical to bed linen creation under one roof with an in house expertise for spinning, weaving, processing, cutting and sewing. ▶ Having catered to some of the leading Global retail brands like Ralph Lauren, JC Penny, IKEA, Target, Wal-Mart, Macy's, Kohl's, Sears, Sam's club, Burlington and many more; Team Trident is driven to serve the domestic market with latest trends in the bed and bath category.*

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and snug. We feel it's the minute details that make a big difference; the intricacy of hems, color blending, fabric hand-feel, it all has to be on point." Trident's home textile products are sold under established brands like Nectar Soft, Organica, Indulgence, Macaron, Classic, Home Essentials, Everyday, Cuddlies, Bath Buddy and Play.

bed&bath collection spread across price ranges and every collection has a distinctive flavor. Apart from this, we revamp our Diwali Gift sets every year. Our gifting range placed at varied price points (starting from INR 899/- and going upto INR 9,999/-) is a stealer not only in terms of the quality of products, but also stands out when it comes to packaging."

