

TRIDENT/CS/2019
July 29, 2019

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

Dear Sir/ Madam

Sub: Press release on “Trident Group goes Live on Amazon.com”

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 today i.e July 29, 2019, Trident Limited has taken a step further to expand its reach digitally.

Trident Limited has joined its hands with Amazon to showcase and reach to its customers, worldwide, on the Amazon’s Platform.

Press release issued by the Trident Limited in enclosed herewith.

Thanking you,

Yours sincerely,

For **Trident Limited**





(Ramandeep Kaur)
Company Secretary
ICSI Membership No.: F9160

Encl: As above



Trident Group goes Live on Amazon.com

India's leading manufacturer in home textiles makes its online debut globally through Amazon Global Selling to cater to consumers worldwide

Chandigarh, July 29th, 2019: In line with its vision to transform the way India sells, Amazon today launched products by the Ludhiana-based, Trident Limited, the flagship company of Trident Group on its global marketplace Amazon.com, bringing its wide range of offerings to consumers worldwide as a part of Amazon's Global Selling Program. By partnering with Amazon, Trident Group can now sell to millions of potential global customers who value not only the high-quality products but are also conscious of the environmental impact of their consumption.

Trident Group is one of the leading suppliers of Home Textiles products globally and is well known in the international market, for its textile and paper business. Headquartered in Ludhiana, Punjab with its manufacturing facilities located in Barnala, Punjab and Budni, Madhya Pradesh, Trident Group is led by the dynamic Founder and Chairman, **Mr. Rajinder Gupta**, a Padma Shree awardee and Vice Chairman of the Punjab State Planning Board for the Government of Punjab.

Speaking on the launch, **Mr. Rajinder Gupta** said, *"We are delighted to partner with Amazon's Global Selling Program and make our "Made in India" products accessible to customers worldwide on its global platform. Our determination and perseverance has helped us catapult Trident into becoming a frontrunner in home textiles. With this launch, we hope to expand our reach digitally and make our products, made with the most sustainable practices, the preferred choice in home textiles."*

Mr. Gopal Pillai, Vice President, Seller Services, Amazon India, said, *"Through the Amazon Global Selling Program, Indian exporters can not only showcase their product range on our 12 international marketplaces, but also embark on a successful and profitable e-commerce journey that adds global scale to their business and expands market reach. We want to grow the program further to bring more and more Indian brands and MSMEs on board to unleash the potential of 'Make in India' initiative, by enabling e-commerce exports and providing global customer access. We are confident that our partnership with Trident Group will boost their business even further and mark the beginning of a new chapter in their journey. We are glad to have them on board and we will work with them to expand to multiple countries through the Global Selling Program."*

Talking about the launch, **Mr. Vijay Inder Singla, Minister of State, PWD and Education, Govt. of Punjab** said, *"It is a matter of pride for us to have one of very own 'Made in India' brand being launched in different international marketplaces. As one of the leading ecommerce players in India, Amazon's global experience of over 25 years will bring greater recognition for 'Trident' amongst global customers. We fully support them in their endeavours."*

Trident Group products are differentiated not only by the quality of textiles and attention to global standards, but also in their sustainable production, a cornerstone of the company's practices. The products are developed from agri-residue, organic yarn, and managing non-utilized resources through green manufacturing practices. Trident Group has won several awards from Confederation of Indian



Industry, Confederation of Indian Textile Industry (CITI), Society of Energy Engineers and Managers (SEEM), Bureau of Energy Efficiency, Government of India and Indian Paper Manufacturers Association (IPMA) for their effective energy and water management.

Amazon unveiled its Global Selling Program in India in May 2015 to provide transformative opportunities for Indian sellers to grow and scale through e-commerce exports. Clocking \$1 billion dollar in cumulative exports till now, Amazon's Global Selling program is expected to generate \$5 billion in cumulative export sales by 2023 for Indian exporters enrolled in this program. Currently, over 50,000 Indian manufacturers, traders and brands use this platform to sell over 140M products across 12 Amazon international marketplaces worldwide such as Amazon.com, Amazon.co.uk, etc. Through the program, Amazon provides the most comprehensive suite of services to sellers of all sizes and scale to enable them to sell across the globe. With the Global Selling program, Amazon is contributing to government's vision on exports, and encouraging 'Made in India' products go global.

Through its various spike sale events across the world, Amazon also provides a lucrative platform for Indian sellers to engage with global audiences. Whether it's Prime Day, Black Friday, or Cyber Monday, Amazon enables thousands of sellers to delight global customers with a wide selection, greater value and a reliable and trustworthy shopping experience.

About Trident Group

Trident Group is a leading diversified group of businesses headquartered in Ludhiana, Punjab. The Group continues to grow under the dynamic leadership of its Founder and Chairman Mr. Rajinder Gupta, a first-generation entrepreneur. Trident Limited is the flagship company of Trident Group, a USD 1 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 the largest players in Home Textile Space in India, are also present in the chemicals and power business. 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 Barnala, Punjab and Budni, Madhya Pradesh.

www.tridentindia.com

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.

For more information, visit amazon.com/about and follow @AmazonNews.

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