

**Press Release**

## **Trident inaugurates World's Largest Terry Towel Plant & lays Foundation Stone of Composite Textile Project**

**Ludhiana/Barnala/Bhopal, October 7, 2014:** Trident Limited, the flagship Company of Trident Group, today announced the inauguration of the World's Largest Terry Towel plant and laying of foundation stone of its Composite Textile project in Budni, Madhya Pradesh.

The occasion was graced by the presence of Hon'ble Chief Minister of Madhya Pradesh Sh. Shivraj Singh Chouhan and Hon'ble Minister for Revenue and Rehabilitation, Govt. of Madhya Pradesh Sh. Rampal Singh.

The World's largest terry towel plant inaugurated today by Trident comprises of 300 looms and will add about INR 1800 Cr to its annual revenue. With this expansion, the installed capacity of Trident has increased to 688 looms capable of producing 90,000 TPA of terry towels, making Trident the largest manufacturer of terry towels in the world. The inauguration of this plant marks the completion of first phase of composite textile project undertaken by the Company in Budni, Madhya Pradesh.

Further, the company laid the foundation stone of the second phase of its composite textile project comprising of two spinning units, a bed linen unit and a captive power plant. This project will have 500 looms capable of producing 3.6 million meters of bed linen/month, 1.85 lac yarn spindles and 60 MW of captive power. While the captive power plant will be commissioned in September 2016, the bed linen and spinning units are expected to be operational by September 2015; and will add about INR 1200 Cr to annual revenue.

The company shall make a total investment of INR 2,400 Cr for its composite textile project in Budni, Madhya Pradesh and shall engage about 25,000 families across all its business verticals. The composite textile project is fully vertically integrated: from cotton-to-terry towel and from cotton-to-bed linen. This shall provide the company a natural cushion against variations in cotton and yarn prices. Moreover, the company shall benefit from economies of scale, lower finance cost due to interest subsidy from central and state governments, proximity to ports and easy availability of raw materials.

**Commenting on the expansion projects, Mr. Rajinder Gupta, Chairman at Trident Group said:**

*"Today we move a step closer to our dream of becoming the world's largest home textile company. With entry into the bed linen segment, we intend to improve our product basket by offering a complete range of home textile products. With greater vertical integration and our emphasis on value-added products combined with prudent financial management, we believe that this expansion*

*shall be a step further towards our goal of registering a strong performance and delivering better returns to our shareholders.”*

Keeping pace with the technology, the Company has partnered with global best technology suppliers like Karl Mayer, Toyota, Staubli, Benninger, Anglada, Muratec, LMW, Trutzschler, Oerlikon, Savio etc. for its expansion & diversification plans. Also, the Company has been laying special emphasis on Branding Initiatives in paper and textile divisions; and has launched various brands such as Trident Classic, Trident Indulgence, Trident Home Essentials and Trident Everyday in the textiles division; and Trident Natural, Trident My Choice, Trident Eco Green, Trident Spectra and Trident Royal Touch in the paper division, which have been well received in the market. Further, the company has launched new towel brands such as Trident Aroma, Trident Organica and Trident Cuddlies during this festive season.

**About Trident Limited:**

Trident Limited is the flagship company of TridentGroup, a USD 1 billion Indian business conglomerate and a global player. Headquartered in Ludhiana, Punjab, Trident is the largest terry towel and wheat straw based paper manufacturer in the world. With the establishment of the state-of-the-art manufacturing processes and systems coupled with appropriate human capital and credentials, Trident has frequently received accolades from its patrons in recognition for delivering high quality standards and for its customer-centric approach.

The Company operates in two major business segments: Textiles and Paper with its manufacturing facilities located in Punjab and Madhya Pradesh. Trident’s customer base spans over more than 75 countries across 6 continents and comprises of global retail brands like Ralph Lauren, Calvin Klein, JC Penney, IKEA, Target, Wal-Mart, Macy's, Kohl's, Sears, Sam's Club, Burlington, etc. With export turnover accounting for about 50% of total sales of the Company, Trident has emerged as one of the world’s largest integrated home textile manufacturer.

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**For more information about us, please visit [www.tridentindia.com](http://www.tridentindia.com) OR contact:**

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