



Padma Shri Rajinder Gupta
Chairman
(Trident Group)

Trident Limited

About the Company

Trident Limited (Trident), a flagship company of The Trident Group, was established in the year 1990. The company is engaged in the manufacturing of integrated home textiles as well as wheat-straw based paper. Trident is headquartered in Ludhiana, Punjab, and is named as one of the largest exporters of textile products in India. From being just a yarn manufacturer, Trident has transformed into one of the largest state-of-the-art integrated home textile and wheat straw based paper manufacturers globally.

Business Operations

Trident is engaged in the business of spinning, weaving and finishing of textiles; manufacturing paper, paper products, pulp and paperboard; producing basic chemicals and electric power, transmission and distribution. The company has over 16,000 employees and three state-of-the-art manufacturing facilities, two in Barnala, Punjab and one in Budni, Madhya Pradesh. It has marketing offices spread across the country in Chandigarh, Bhopal, Gurgaon, Delhi and Surat and internationally in New York, USA and Warrington in Cheshire, United Kingdom and Dubai.

The Company's state-of-the-art production facilities include spinning, wide-width air jet and jacquard weaving, soft flow dyeing and fully automated cutting and sewing for towels. The manufacturing units are equipped with world-class machinery like Karl Mayer, Texpa, Schmale, and Thies from Germany; Toyota from Japan; Beninger from Switzerland; Anglada from Spain among others. Globally, Trident has its presence in more than 150 countries. To strengthen its brand digitally, the company is present across 50 e-commerce websites. Trident introduced an out of the-box initiative in the form of the Trident Digital Product portfolio, as a one-stop destination for all bed and bath offerings. It is a comprehensive and advanced way of browsing, choosing and enquiring which gives customers a complete 360-degree view of the company's collections, to the minutest details of all products.

Management Details
Group Chairman Rajinder Gupta
Group Vice Chairman Abhishek Gupta
Managing Director Deepak Nanda
Directors Dinesh Kumar Mittal Anthony De Sa Usha Sangwan Rajiv Dewan
Year of Incorporation
1990
Sector
Manufacturing
Industry
Textiles
Line of Business
Engaged in manufacturing of home textiles, paper and chemical products

Few Notable Highlights of Trident

- During the year, the company introduced several Bath Linen products under anti-viral category along anti-microbial treatment as the standard across bath linen category.
- In FY21, the company noted 60% y-o-y growth and also recorded a double-digit contribution from value-added products segment.
- Trident has so far recycled and reused over 10,000 million liters of water.
- During the year, Trident added the following patents to the IP portfolio:
 - Woven fabric with improved comfort - For new fabric composition, construction and crimp control process
 - Pile fabric and methods for manufacturing of the same- for a woven pile fabric
 - Fitted Sheet with improved gripping effect - For fitted sheet comprising elastic band and plurality of gripping elements
 - Fabric and method of manufacturing fabric - For new method of producing fabric by subjecting it to a special treatment
- To strengthen and accelerate growth, the company launched 'Vision 2025' aimed at synchronizing group efforts for better positioning of the company in all business verticals.
- In order to improve its product mix under the paper segment, Trident began to offer Royale Specialty Paper which is used for Cup Bottom, Bleached Kraft, Carry Bag, Wedding Card and more such purpose-oriented applications.