



TRIDENT GROUP

The World Class Home Textiles Partner for 2015 and Beyond...



A Special Advertorial Report

TridentGroup: Weaving its way across the world

With the stabilization of its new towel facility at Budhni in Central India and recent foray into bed sheeting, TridentGroup has become one of the largest integrated home textile producers in the world

Trident Limited, part of TridentGroup, started as an agro-based manufacturer in 1990 and diversified into home textiles towards the end of the decade and is now a steadily growing business conglomerate and global player. Under the dynamic leadership of Mr. Rajinder Gupta, its Founder-Chairman, TridentGroup continues to grow, embracing new challenges, expanding horizons and creating new opportunities.

With all the expansion in place by the end of 2015, the annual total production capacity of TridentGroup will

rise to 360 million pieces of towels, over 45 million meters of bed sheeting and 1,500,000 MT of cotton & blended yarns.

It is Trident's philosophy and mission to establish a business that is sustainable in the long term not just for itself but also to the community and the environment around it. The new manufacturing facility in Budhni will propel Trident's ambitions of becoming the world's largest manufacturer of terry towels and home textiles.

In an interview, Mr. Gupta told Home & Textiles Today about the new facilities, the company's strategy for expansion and what lies ahead for Trident.

You are adding significant capacity to your textiles production this year. What are the details on the new facilities in terms of space, equipment and capacity?

In 2014, we commissioned our largest and most modern Terry Towel Project of 300 looms at a cost of US\$200 million. This is a new landmark in the home textile industry in terms of technology, quality and scale and will enable us to produce 200 million pieces of towels per day. Combined with our existing capacity of 160 million towels per day, this expansion makes us the largest towel manufacturer and exporter in the world.

Besides this, we commissioned an Open-End Yarn-Spinning project in July 2014 with a capacity of 10,000TPA of cotton open-end yarn.

We are currently pursuing another major expansion at an investment of US\$250 million to set up an integrated bed sheeting project of 500 Air Jet looms. This will enable us to deliver about 120,00 meters of bed sheeting fabric (equivalent to 17,500 sheet sets) per day. The bed sheet unit will be backed by a spinning unit of 190,000 spindles to make the sheeting plant a vertically integrated self-reliant facility manufacturing top-quality Bed Sheetting products.

The project will be commissioned in the third quarter of 2015 and we will start manufacturing and exporting bed sheets from this project in the last quarter of 2015.

Specifically, what types of products will you be able to make and offer that you might not have before?

The new facility has not only enabled us to deliver all types of towels being manufactured at our existing towel manufacturing facility in North India, but will also help us deliver a higher & more consistent quality by using the latest technology in the field of towel manufacturing. We have installed Air Jet looms, Continuous Dyeing and Processing as well as fully automatic cutting, stitching and packing machines in this facility, which will enable us to deliver much bigger lots

of consistent color quality to market thereby improving the level of quality standardization for our customers.

We will also use a much larger variety of fiber blends in this facility for delivering higher quality and satisfaction to our customers from this plant.

What made you decide to expand your manufacturing this year?

Trident is totally committed to the textile industry in general and the Home Textile Industry in particular. We, therefore, continue to make investments in this industry to reach the level of global leadership and sustain it.

Where will this new production go, in terms of specific world markets?

Trident has a major share in towels imports into the US market. We will leverage this strength and continue to grow in the US market. At this time we see a lot of potential for growth in the European market and we are making major efforts to enhance our presence in this market befitting our scale and stature. We are creating a team of associates and forging partnerships for this market to speed up our efforts and are sure that our product range, quality and cost competitiveness will enable us to make a mark in the EU market also.

Besides US & European markets, we are also focusing on Australia, New Zealand, Japan, Middle East and



The new Budhni terry towel facility, built at a cost of US\$200 million, dramatically expands Trident's capacity, making it the largest towel supplier and exporter in the world.



Rajinder Gupta, Chairman of TridentGroup: “Trident is totally committed to the Home Textile Industry and to continue to make investments in this industry to reach the level of global leadership and sustain it.”

South Africa in particular and other global markets in general for improving our global market reach and share.

Trident is also making a major investment in brand building for different products to capture an ever growing domestic market where we have already seen some major successes particularly in Online selling, TV selling and hospitality sector. We are now pursuing domestic market expansion through modern retail by offering different retail formats to our customers to leverage on the brand building efforts.

What are some of the new products you are introducing at Heimtextil and New York Home Fashion in 2015?

We continue to focus on innovation and will address all aspects of product and services to innovate and bringing newness to our customers.

We are bringing new products to the market in the area of:

- New fiber and fiber blends
- Usage of technology to deliver new designs and new feel or new look of the towel
- Improve wet processing to deliver a range of new features like fade resistant and bleach safe

With a new pro-business government in India, how will that impact Trident and why does that make India more attractive as a resource for home textiles production?

India is emerging as a major focus in the Global Textile Trade. India already has a share of about 4% in Global Textiles and Apparel Trade and the Government of India is coming up with major initiatives to promote “Make in

India” to make India a manufacturing hub of the world.

Textile & Apparels is a traditional and major industry in India. It continues to grow on the strength of the following:

- India is one of the countries that is totally self sufficient in high quality raw materials and together with abundant labor, delivers ongoing certainty.
- India’s current textile market size is US\$90 Billion and is expected to grow to US \$220 Billion by 2020.
- India’s share of global textiles increased by 23% in 2014.
- The Indian government committed US\$50 Billion in the last decade to the textile sector and will continue to invest in textiles.
- Favorable government policies are in place to preserve cost competitiveness.

Keeping in view the above factors, we are already making a large investment in the Home Textile Industry and are sure that we are moving in the right direction.

With China reportedly cutting back its textiles production, how is Trident and the Indian market responding?

As stated above, the Indian Industry is already making large investment in Textiles & Apparels. Many of the mills are consolidating their capacity and acquiring the latest state-of-the-art technology.

Any space vacated by Chinese manufacturers in any form is likely to be bridged by Indian exporters. Also as of now India is competing very well with the Chinese Textile Industry, particularly in the mid-price segment of Textiles & Apparels areas. This is likely to further grow and consolidate.

As cotton prices have decreased around the world, what does that mean for the global home textiles market?

Cotton prices have shown a falling trend in the current season and this seems to have reached the lowest point at this time. This obviously means that the cost of major raw material for home textiles has come down. However, during the past few years, the other manufacturing costs like the cost of dyes & chemicals, the cost of energy and wage costs have significantly increased thereby largely negating the fall in the prices of raw cotton.

Consequently, the home textiles market may not see

any cost or price increase this year, which is good for the growth of the industry.

How are you feeling about business conditions in 2015, both in the States and around the world?

Some major economies of the world are showing a good economic growth at this time. US is poised for a growth of 3%. China and India continue to show good growth. India in particular seems to be coming back on track with growth of over 5-6% earmarked for the current year.

All this augurs very well for the global business at this time. With increase in disposable income, the home textiles consumption should increase and we expect a good demand for home textile products during the year 2015.

Countries like China and India are definitely going to see a major surge in the overall domestic demand and demand of home textile products. Trident is steadfastly investing in home textiles and will continue to grow in this area.

We are poised to leverage the strength of Indian textiles to emerge as Global Home Textile Leader. ■



New introductions for 2015 will focus on new fibers and blends, as well as the use of new technology and improved wet-finishing features including fade resistant and bleach safe towels.