



Wrap yourself in luxury!

Actress Kriti Sanon unveils Trident Limited's latest Bath & Home Linen Collection campaign "The Affair to Remember"

Mumbai, 14th July 2015: Trident Limited, one of the leading players in the home textile category, today revealed a vibrant multimedia campaign for the new Bath & Home Linen collection at HGH India, the annual trade show for Home Textiles, Home Décor, Gifts & Houseware at the Bombay Exhibition Centre in Mumbai. Unveiling the fresh and dynamic visuals of "The Affair to Remember" campaign was the new face of the Trident Group, the beautiful & vivacious actress **Kriti Sanon** along with **Mr. Rajinder Gupta, Chairman, Trident Group & Mr. Rajneesh Bhatia, CEO India Marketing, Trident Group.**

An ode to the innovative mind that can see the futuristic trends and designs in home fashion, the newly launched Bath & Home Linen collection by the Trident Group is a combination of contemporary designs, innovative constructions and luxurious fibre. Inspired by today's fast paced culture, the new range emphasizes greatly on technological breakthroughs and hi – performance features. Matching the evolving lifestyles and growing awareness of the consumer, the collection from Trident brings refreshing discoveries filled with floral and florid prints. The richness of the collection is enhanced with lavish embroidery with intricate prints to recreate the feel.

Speaking on the occasion, Actress Kriti Sanon says, "I am pleased to be associated with the brand. It's a very rare category for an endorsement but a challenging one. The Trident Group product line is amazing and creative. It was a great experience to shoot for the fun and vibrant campaign "The Affair to Remember". We share a very intimate relationship with our bath and bed products and Trident's new print campaign captures the relationship beautifully."

Addressing the occasion, **Mr. Rajinder Gupta, Chairman, Trident Group** said, "India is an emerging market for Home textiles and awareness on health and hygiene is increasing. Consumer is looking for quality and value for money. With this campaign and product offerings we are trying to address this need of the consumer."

Elaborating on the theme **Mr. Rajneesh Bhatia, CEO, India Marketing, Trident Group** shared, "We all have our secret and special moments. The new campaign with Kriti captures this beautifully and we expect consumers to relate very well to it. High quality products launched in this personal space, represent the comfort and style quotient every individual aspires for."

Trident, today, offers a variety of brands of terry towels and bed linen, catering to everyday as well as indulgent use. These home textiles products are sold under various established brands like Trident Organica, Trident Indulgence, Trident Home Essentials, Trident Cuddlies, Trident Bath Buddy and Trident Play. New offerings from Trident stable are comforters, dohars, blankets, cushions which make the home linen portfolio complete. Chotta Bheem products launched for kids by Trident also drove lot of interest.



About TridentGroup

Trident Group is 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.

Trident's customer base spans 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 Group has emerged as one of the world's largest integrated home textile manufacturers.