

The Trident Group

In the early years of the great Indian economic liberalisation when India had stepped on the economic accelerator and multiple waves of transformation were sweeping across its states, a young, first-generation entrepreneur, Padma Shri Rajinder Gupta, sowed the first seeds of industry on the fertile lands of Punjab. It was the birth of Trident Group.

The group began with a solitary unit making high-quality yarn. However, in due course, the group catapulted to become the largest manufacturer of terry towels and one of the largest integrated home textile manufacturers in the world, a feat nonpareil.

Today, we have travelled far beyond being a home textile manufacturer, by successfully diversifying into paper, chemicals, energy and more.

From Punjab to the homes of millions of customers across 100 countries, Trident is on a verge of becoming the most trusted brand that takes conscious care of its customers, employees and all stakeholders, and treats them 'the best.'