

The TridentGroup

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.’