



# Excellence in nature

**Trident Limited** | 30<sup>th</sup> Annual Report 2019-20  
Home Textiles | Paper

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Please find our online version at [<https://www.tridentindia.com/financialreports>] Or simply scan to download

## INVESTOR INFORMATION

Market Capitalisation	: ₹ 21,658 million (as at March 31, 2020)
CIN	: L99999PB1990PLC010307
BSE Code	: 521064
NSE Symbol	: TRIDENT
Bloomberg Code	: TRID:IN
Reuters	: TRIE.NS
Dividend	: 36% for the FY 2019-20
AGM Date	: July 9, 2020

### Disclaimer

This document contains statements about expected future events and financials of Trident Limited, which are forward-looking. By their nature, forward-looking statements require the Company to make assumptions and are subject to inherent risks and uncertainties. There is significant risk that the assumptions, predictions and other forward-looking statements may not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as a number of factors could cause assumptions, actual future results and events to differ materially from those expressed in the forward-looking statements.

For Trident, *excellence* is not just a word. It is deep in our mind and spirit. It is inherent to us. It is in our nature.

## Excellence is the way to win!

We consistently think, innovate and deliver excellence by surpassing our own expectation in everything we do. Our story of spinning one of the smallest into the world's largest, is the gradual result of always striving to do the best.

Our sincere endeavours, prudent strategies and intelligent execution helped us manufacture the best-in-class home textile and environment friendly paper products. Over the years, we have witnessed business excellence through enhanced efficiencies, greater customer experience and strong global footprint.

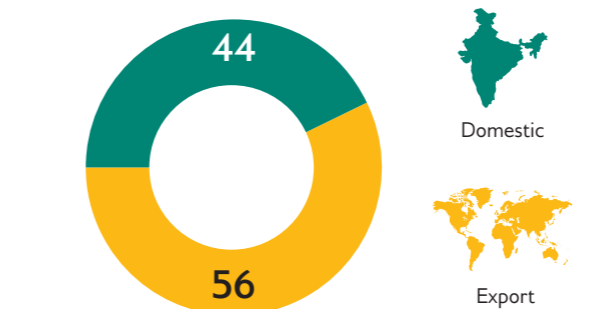
In the process, we have always been optimising our operations by building a sustainable business model and consistently creating higher value for our stakeholders.



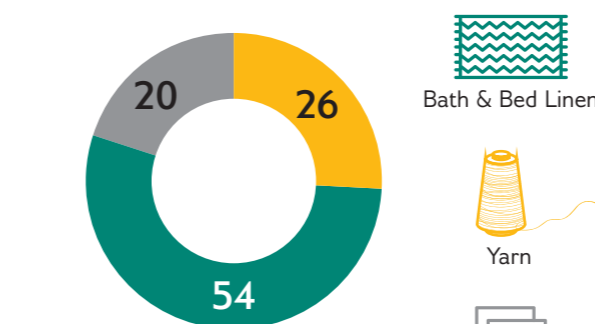
## Trident – A mark of excellence

Trident Limited (also referred as 'Trident', or 'the Company' from hereon) is the flagship company of the US\$ 1 billion Indian business conglomerate and global player, Trident Group, headquartered in Ludhiana. Beginning humbly in the year 1990, Trident has evolved over the years into one of the world's largest integrated home textile manufacturer under the visionary leadership of its founder and Group Chairman Mr Rajinder Gupta. The Company is engaged in the business of manufacturing wide variety of yarn, bed & bath linen, paper, chemicals and captive power.

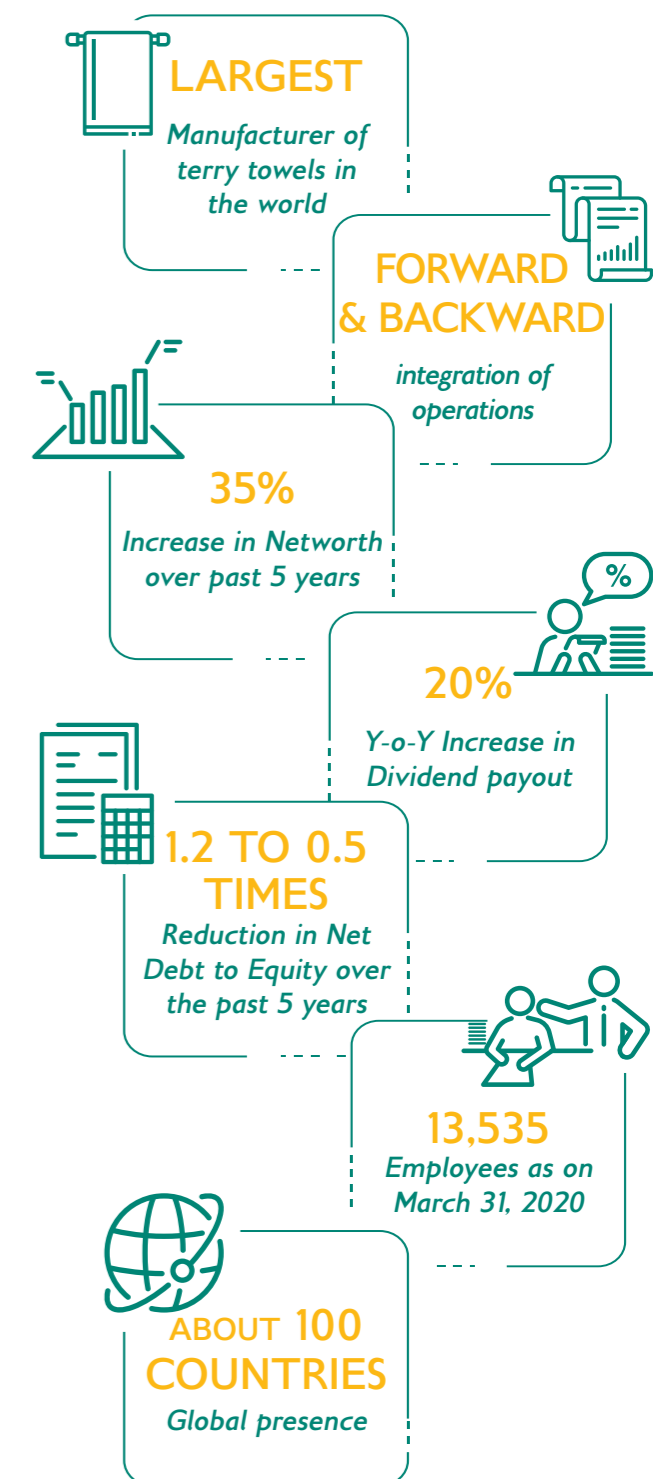
Trident's state-of-the-art manufacturing facilities are located in Barnala (Punjab) and Budni (Madhya Pradesh). The Company is one of the largest exporters of home textile products with significant market share. Excellent in quality, coupled with differentiated growth strategies have led to a strong clientele across the global textile arena, leading to creation of a sustainable business model.



Geography-wise Revenue Distribution in 2019-20 (%)



Segment-wise Revenue Distribution in 2019-20 (%)





## Chairman's Message

People who don't buckle in, don't walk away. People who ooze good under pressure and smile when it rains on them. People who make bitter, better. Fix what's broken and improve what's not. People who stumble. Fall. Fail. Hurt. But are just not ready to give up until it is done. We are for these kinds of people. And we believe these people have the power to inspire all of us.

### *Dear Shareholders,*

Being different is normal for us. We don't just manufacture, we 'nurture' and 'add value to life'. We weave nature and technology together to create the finest life experiences with our thoughtful and innovative offerings.

We believe in building businesses for the future that ensure holistic growth for all our stakeholders with minimal impact on environment. Our growth and foray into new business segments and markets across the globe are a testament to our vision of becoming the most trusted home textiles brand.

This year has been a revolutionary one where we explored, experimented and executed like never before. We touched upon the wellness sector with our advanced product range along with thriving in the

sustainable and performance-oriented textiles sector. We upgraded our facilities and manpower and exhibited excellent performance generating a healthy return for all our stakeholders. And this year too, we are hopeful of doing some great business despite all challenges.

I would like to express my sincere thanks to our Board Members for their support. I express my gratitude to all shareholders, customers and friends across the world for their trust in us. And most importantly, a note of thanks to all our members – our key driving force and our biggest assets for their passion towards Trident.

Here's to great year ahead!

Rajinder Gupta  
Chairman, Trident Group

# Excellence in our business model: Explained

At Trident, we have evolved our business model over the years through efficient allocation of capitals across our business processes. This has led to sustainable output and outcomes, creating a strong value proposition for our stakeholders.

## Input



### Human Capital

Driving organisational success by training and motivating human assets.  
No. of employees: 13,535



### Social and Relationship Capital

Shared values, nurturing relationship and trust with the investors, regulatory authorities, clients, suppliers, distributors, channel partners, sales team and communities in which the Company operates.  
Spend on CSR activity: ₹ 95.5 million



### Financial Capital

Wisely allocated the financial capital in order to create sustained shareholder value.  
Total capital employed: ₹ 49,243.5 million  
Debt to Equity ratio: 0.5



### Manufactured Capital

World-class manufacturing facilities to meet changing customer demands.  
Strategically located unit at Budni and Barnala.  
Efficient raw material procurement and inventory management.



### Intellectual Capital

The Company believes in innovation-led approach through strong research insights. It has invested in world-class technological equipment and standardised systems and processes for larger efficiencies.



### Natural Capital

Constantly strive to conserve natural resources by prudently utilising them in the business processes. Raw Cotton and wheat straw used in textile and paper manufacturing respectively.  
Solar panel installation and water conservation through zero liquid discharge.

## Vision

Inspired by challenge,  
we will add value to life  
and together prosper  
globally.

## Our values

To provide customer satisfaction, through teamwork based on honesty and integrity, for continuous growth and development.

## Output

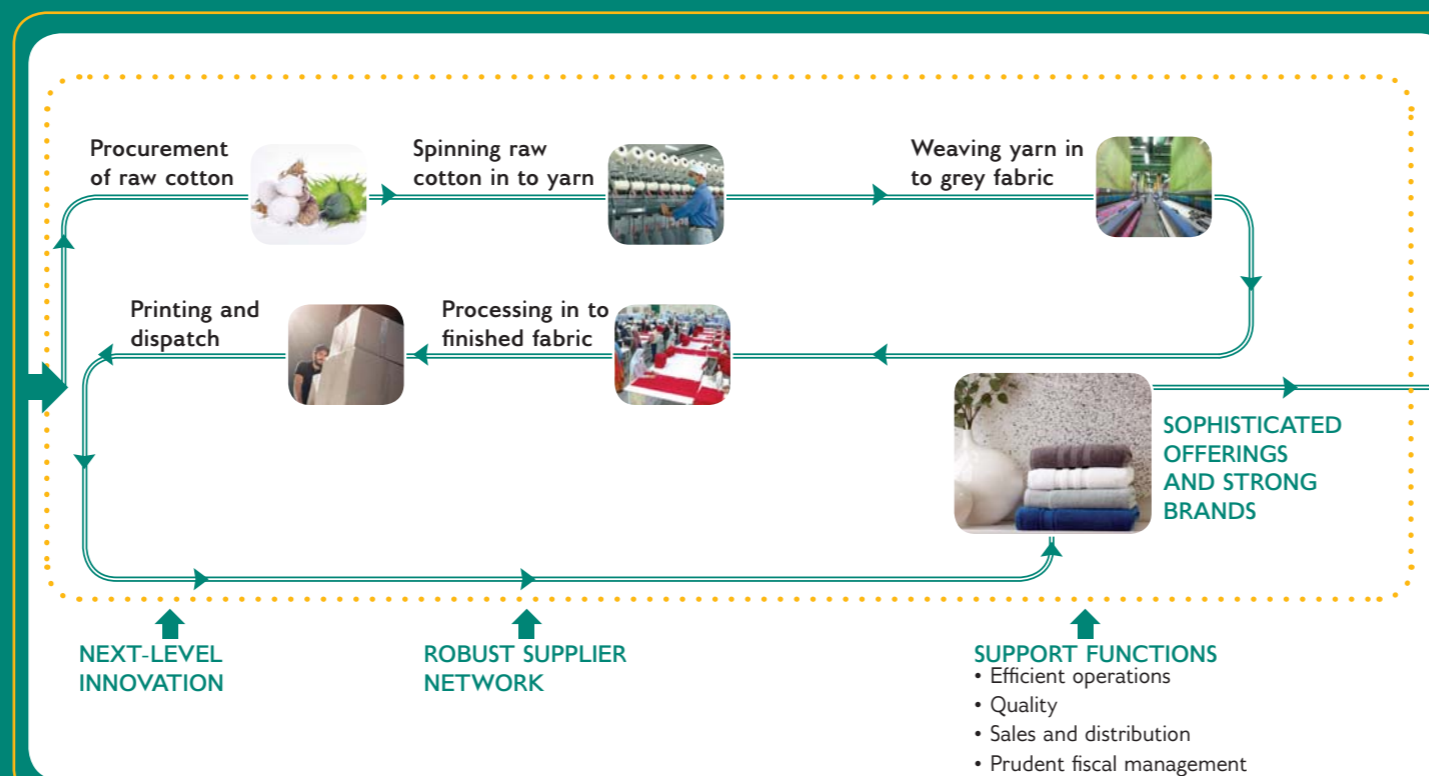
- Future-ready skilled workforce
- Generating value from employee skills
- Commitment to the Government and regulatory authorities by means of timely payments of taxes
- Growing customer satisfaction and engagement
- Long-term relationship with partners, vendors and stakeholders
- Positive impact on community by promoting education, skill development and improving healthcare
- Unique products to suit the market demand
- Efficient quality control
- Total no. of Patents granted : 7
- Water conservation and re-utilisation of waste water resources

## Outcome

- Healthy and flexible working environment
- Enhanced employee engagement
- Trust, transparency and value creation for stakeholders
- Sustained cashflows
- Higher net worth
- Driving innovative culture
- Constructive contribution through efficiently managing natural resources
- Highest-ever dividend declared
- Healthy Dividend Payout Ratio

## FUTURE GROWTH DRIVERS

## RISKS AND CONCERNS



## CORPORATE GOVERNANCE

## BUSINESS RESPONSIBILITIES

## Driving excellence through wide product spectrum

At Trident, we have built a strong product portfolio across our business divisions with a blend of regular and high-value added products, which drive both, volumes and value.



### Yarn

100% cotton combed yarn	Blended yarn	Certified cotton yarn
100% cotton compact yarn	Zero twist yarn	Melange yarn
Open-end yarn	Air rich yarn	Speciality in others
Core-spun yarn	Slub yarn	



### Bath Linen

Luxury organic	Dobby texture bath mats
Spa & hotel beach	Checkered waffle
Designer jacquard	Infants & kids bath rugs



### Bed Linen

Solid/ printed sheets	Pillow cases quilts
Top-up sheets duvets	Decorative pillows
Comforters fitted sheets	Coverlets dohars



### Paper

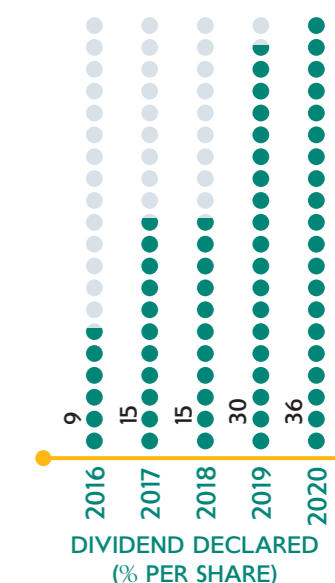
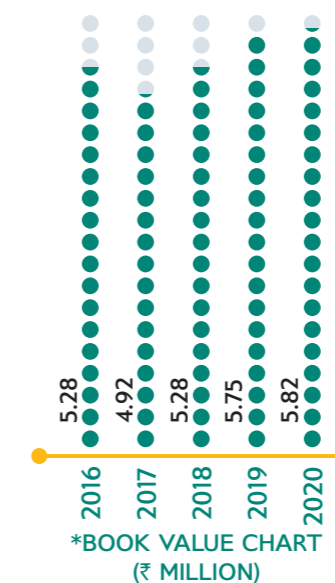
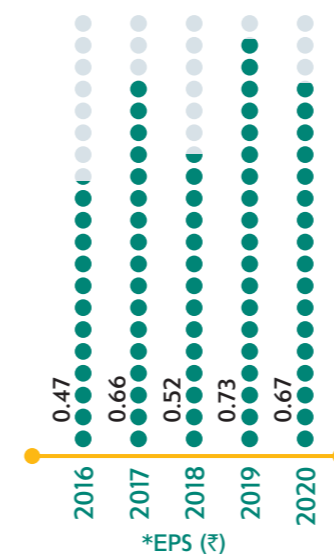
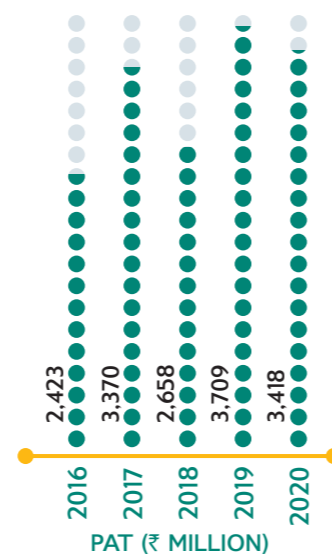
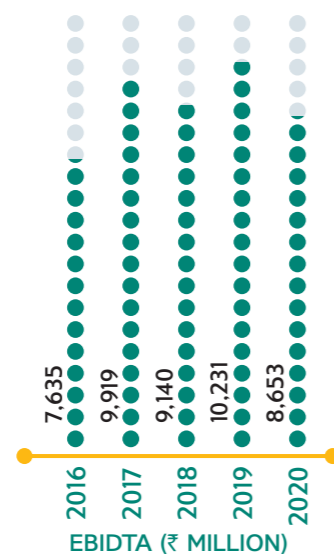
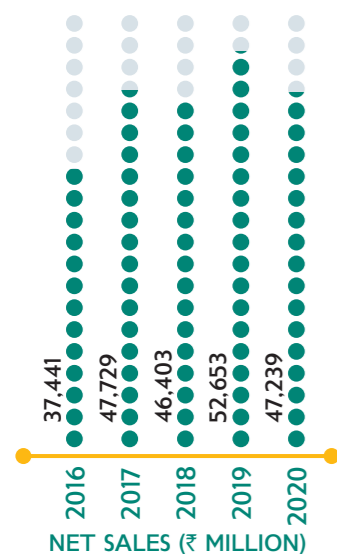
Branded copier paper	Cartridge paper	Trident Royale
Writing and printing	Index paper	(Wedding Card Paper)
Maplitho paper	Watermark paper	Sublimation Paper
Bible and offset print paper	Drawing paper	Virgin Unbleached
Bond paper	Digital printing paper	Kraft Paper
Stiffener paper	Carry Bag paper	



## Excellence in our business strategies



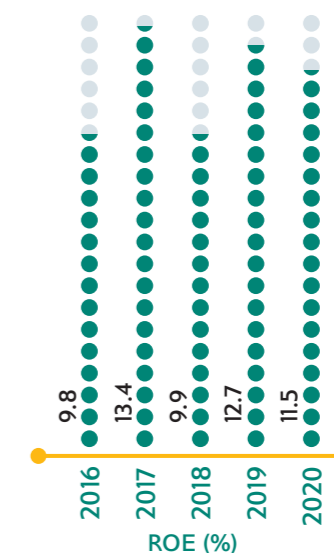
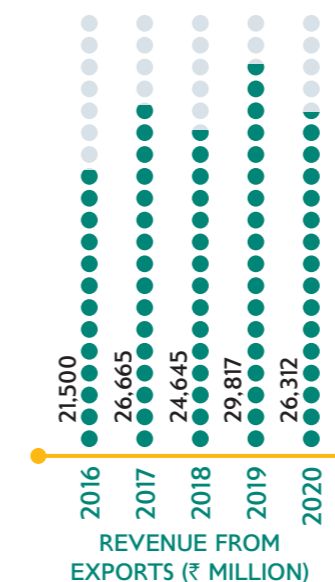
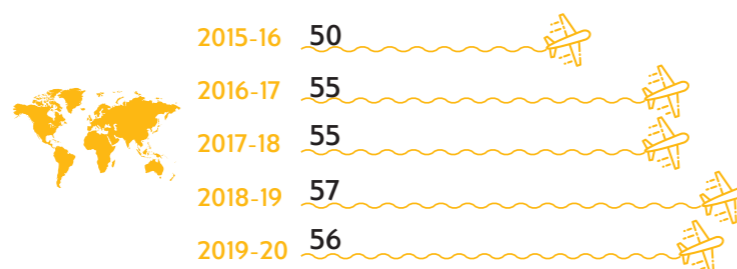
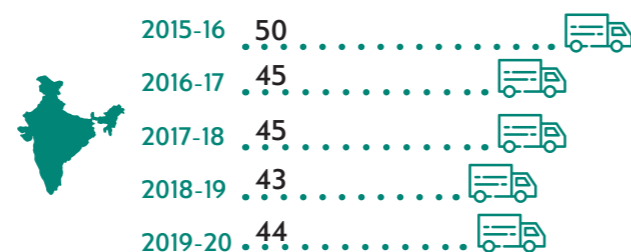
# Our performance: Strengthening excellence



## A year of relentless excellence

Secured patent for 'Apparatus and Method for treating an industrial Effluent containing Sodium Sulphate' by Indian Patent Office, Government of India.  
&  
'Terry Fabric Weave And Resulting Terry Fabric' by European Patent Office.

## GEOGRAPHICAL DISTRIBUTION OF REVENUE (%)



Note: EBITDA - Earnings before Interest, Depreciation, Tax and Amortisation, PAT - Profit after Tax, EPS - Earnings per Share, ROE - Return on Equity

\* Adjusted for stock split to make it comparable



## 10-year highlights

Particulars	Unit	FY 20	FY 19	FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11
SALES	(₹ million)	47,239	52,653	46,403	47,729	37,441	38,158	38,689	33,353	27,323	25,207
EXPORTS	(₹ million)	26,312	29,817	24,645	26,665	21,500	21,348	20,847	17,617	15,491	13,782
EBITDA	(₹ million)	8,653	10,231	9,140	9,919	7,635	6,951	7,439	5,778	3,202	4,158
PAT	(₹ million)	3,418	3,709	2,658	3,370	2,423	1,178	1,970	493	-437	671
NETWORTH	(₹ million)	29,669	29,313	26,934	25,071	24,756	22,021	9,309	7,063	6,505	5,315
FIXED ASSETS (NET BLOCK)	(₹ million)	35,734	36,725	38,517	41,274	46,930	36,812	17,912	19,622	21,400	15,885
GROSS DEBT	(₹ million)	19,518	24,357	27,978	28,494	34,427	26,504	18,623	22,398	22,837	19,033
NET DEBT	(₹ million)	16,145	24,106	26,210	27,121	33,608	26,361	18,223	22,042	22,606	18,960
LONG TERM DEBT	(₹ million)	10,509	12,938	16,894	20,456	21,365	13,961	7,659	9,492	12,726	8,663
EBITDA MARGIN	(%)	18%	20%	20%	21%	20%	18%	19%	17%	12%	16%
INTEREST COVERAGE RATIO	(Times)	7.81	9.11	7.73	7.03	5.26	3.37	3.54	2.46	1.86	3.29
GROSS DEBT-EQUITY RATIO	(Times)	0.66	0.83	1.04	1.14	1.39	1.20	2.00	3.17	3.51	3.58
NET DEBT-EQUITY RATIO	(Times)	0.54	0.82	0.97	1.08	1.36	1.20	1.96	3.12	3.47	3.57
NET DEBT TO EBITDA	(Times)	1.87	2.35	2.87	2.74	4.40	3.79	2.45	3.81	7.06	4.56
EPS#	(₹)	0.7	0.7	0.5	0.7	0.5	0.2	0.6	0.2	-0.2	0.3
CASH EPS#	(₹)	1.3	1.4	1.3	1.5	1.1	0.9	1.5	1.0	0.6	1.2
BOOK VALUE/SHARE#	(₹)	5.8	5.8	5.3	4.9	4.9	4.3	3.0	2.3	2.1	2.4
ROE	(%)	11.5%	12.7%	9.9%	13.4%	9.8%	5.4%	21.2%	7.0%	-6.7%	12.6%
ROCE	(%)	10.8%	12.3%	9.2%	10.8%	7.2%	7.7%	19.0%	12.0%	4.2%	10.0%
DIVIDEND	(%)	36%	30%	15%	15%	9%	6%	3%			12%
DIVIDEND PAYOUT RATIO	(%)	65%	50%	35%	27%	24%	29%	8%			57%

Note: After Excluding fair valuation of land as per IND - AS, ROCE would be 12.6% (FY20), 14.1% (FY19), 10.5% (FY18) and ROE would be 15.0% (FY20), 16.6% (FY19), 13.3% (FY18)

# Previous year figures have been adjusted to Stock-split/Sub-Division in order to make them comparable.

# Driving excellence through client delight across the globe

At Trident, we have built sustainable relationships with global retailers & fashion houses across USA, UK, Italy, France, Japan and Australia amongst other countries.

## International Presence



## Domestic Presence

- Corporate Headquarters
- Manufacturing Unit
- Sales / Liasioning Office



This map is a generalised illustration only for the ease of the reader to understand the locations, and is not intended to be used for reference purposes. The representation of political boundaries and the names of geographical features / states do not necessarily reflect the actual position. The Company or any of its directors, officers or employees cannot be held responsible for any misuse or misinterpretation of any information or design thereof. The Company does not warrant or represent any kind in connection to its accuracy or completeness.



## Excellence in what we create. Sophisticated offerings and strong brands

Excellence is a deeply ingrained belief in our system which has helped us deliver the best-in-class offerings. We have consistently created products around emerging lifestyle-driven consumer preferences. The Company possesses one of the largest product portfolios of high-quality yarns, sophisticated bath and bed linen and eco-friendly paper with presence across the globe.

We have continuously invested into brand building and promotion strategies within targeted customer segments. Strong distribution channels have enabled us to gain presence through multi-brand outlets.

shop-in-shop concept, among others. Our long standing partnerships have facilitated deeper client engagement and wider market reach. In addition, given the explosion of e-commerce segment in the country, we have partnered with established online players to fulfil dynamic customer expectations. Our determination to create excellence has translated into significant growth prospects for the Company.



## The best-in-class brands

### COPIER PAPER RANGE



### HOME TEXTILES RANGE

