

Innovative HR practices to Source Talent through Business Simulation at Trident Group

Ludhiana, January 24, 2013: Trident Limited, one of India's largest Business Conglomerates, has come up with an innovative hiring model which combines the power of Business Simulations along with Trident's honed recruitment methodology to identify and recruit candidates with high business acumen. The recruitment initiative clearly emphasizes on '*Right Fitment for the Right Role*'. The Top Performers in the Grand Finale of Business Simulation Game have bagged an opportunity to earn a Managerial position in Trident Group. Further the winners of Business Simulation Game were also rewarded at Felicitation ceremony, which was graced by the presence of **Mr. Rajinder Gupta**, Chairman, Trident Group. He rewarded the winners, **Devendra Sahu** from IIM Raipur, **Rachit Agarwal** from Narsee Monjee Institute of Management Studies, Mumbai & **Malay Shah** from FORE School of Management, Delhi with cash prizes of Rs. 1,00,000, Rs. 50,000 and Rs. 25,000 respectively at Trident's Manufacturing Set-Up, Sanghera, Punjab.

The recruitment process was divided into 2 Parallel phases engaging 25 top B-schools spread across the country through On Campus Intra - Institutional Business Simulation Competition. About 150 management institutes participated through an Open Mega Online Business Simulation Challenge. Overall, more than 2000 students from over 170 institutes took part in this recruitment process.

The preliminary stage conducted at institutional level, aimed at selection of suitable profiles followed by an internationally recognized *Business Simulation challenge* where the selected aspirants from all the institutes took charge of a virtual company and underwent cut throat competition amongst themselves. Subsequently, selected candidates were invited to visit Trident's manufacturing facility where National Level Grand Finale of Simulation Game was conducted and candidates were also given a Realistic Job Preview by familiarizing them to value based work culture at Trident.

On the occasion, **Mr. Rajinder Gupta, Trident Group, said,** *"At Trident, we go that extra mile to identify and induct the best talent. This initiative is more of a performance based opportunity, where youth from across various management institutes are brought at the same level playing field for same position. It is very encouraging to see young aspirants actively participating in our recruitment process with great zeal and enthusiasm. Our efforts and thoughts have come alive with their support in the endeavour to achieve excellence through 'Opportunity Unlimited'."*

About Trident Limited:

Trident Limited is the flagship company of Trident Group a USD 1 Billion global player, with its array of customers spread across 75 countries. Trident Limited is a leading manufacturer of Terry Towels, Paper, Yarn and Chemicals.

The company has emerged as one of the largest manufacturers of terry towels and wheat straw based paper manufacturers in the world. Trident is associated with global retail brands across the globe, including Wal-Mart, JC Penney, IKEA, Target, Macy's, Kohl's, Sears, Sam's Club, Burlington etc. Trident has also frequently received accolades from its patrons in recognition for delivering high quality standards and for the customer centric approach. With a Compounded Annual Growth Rate (CAGR) of more than 30%, Trident has established itself as one of the fastest growing groups in India.
