



12<sup>th</sup> September 2025

To Listing Department The National Stock Exchange of India Limited Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai 400051 Symbol: TRENT	To Corporate Relations Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001 Scrip Code: 500251
--	--

**Sub: Press Release regarding launch of Young New Game-Changer (YNG) program by Westside**

Dear Sir / Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015, we hereby enclose the Press Release with regards to unveiling Westside's Young New Game-changer (YNG) program, an inspiring initiative designed to celebrate and nurture India's next generation of fashion creators.

A copy of this intimation would be available on the Website of the Company at [www.trentlimited.com](http://www.trentlimited.com).

Kindly take the same on record.

Thank you,

**For Trent Limited**

**Krupa Anandpara  
Company Secretary  
Membership No.: A16536**

Encl.: as above

## Westside Launches YNG

### A Platform for the Next Generation of Fashion Creatives

*Young designers from NIFT give two of Westside's in-house brands a whole new spin - Bombay Paisley and ETA*

Westside, one of India's leading fashion retail brands, part of Trent Ltd., unveiled its Young New Game-changer (YNG) program, an inspiring initiative designed to celebrate and nurture India's next generation of fashion creators.

For its debut edition, Westside collaborated with NIFT, inviting students to reimagine two of its most-loved in-house labels, Bombay Paisley and ETA. Under the new YNG label, a bold and Gen Z-inspired collection had been showcased.

The first look of YNG was revealed at Westside's Media Day on 11th September, an intimate celebration of creativity that brought together members of the press, content creators, potential partners, and Westside's own community of customers. Alongside the YNG capsule collections, the event also featured Westside's seasonal fashion showcase, offering audiences a glimpse into the brand's evolving creative direction.

With YNG, Westside has created a dynamic stage for young designers, stylists, models, influencers, photographers, videographers, and hair and make-up artists to express their talent in a professional fashion environment.

"As a lifestyle brand, Westside has always been committed to creating meaningful spaces where young voices can thrive," said Shailina, COO, Westside. "Through YNG, we gave emerging talent the opportunity to design for real brands, build strong portfolios, and gain valuable industry experience while being rewarded for their work. It was truly a celebration of creativity, collaboration, and the entrepreneurial spirit of Gen Z."

The journey of YNG was also captured in a behind-the-scenes mini-series, From Sketch to Store: The YNG Journey, documenting the energy and determination of the process from the first sketches and fittings to the final reveal. The series opened with celebrated design duo Saaksha & Kinni, highlighting the passion and vision that brought the inaugural YNG collections to life.

Through YNG, Westside reinforced its role as a purpose-driven lifestyle brand, empowering the next generation of fashion creatives and building a launchpad where bold ideas transform into culture and careers.

#### **About Trent:**

Trent Limited is part of the Tata Group and operates a portfolio of retail concepts. The primary customer propositions of Trent include Westside, one of India's leading chains of fashion retail stores, Zudio, a one stop destination for great fashion at great value and Trent Hypermarket, which operates in the

competitive food, grocery and daily needs segment under the Star banner. Trent's new fashion concepts include Samoh, a differentiated & elevated occasion wear offering.

Westside stores have a footprint of predominantly between 18,000-34,000 sq. ft. across 90 cities. Westside stocks lifestyle collections ranging from women's and men's fashion apparel, lingerie, kidswear, footwear, accessories, beauty and fragrances. Home and gifting are also offered. Each Westside store presents an international shopping ambience, superior merchandise at affordable prices, and excellent service.

Zudio, the value fashion format destination, operates with stores having a footprint of around 7,000-10,000 sq. ft. Zudio stores offer several product categories to meet the varied shopping needs of customers. These include apparel across men, women and kids and footwear.

**For media queries, please contact:**

Divya Prabhu | 9920991644 | [divya.prabhu@adfactorspr.com](mailto:divya.prabhu@adfactorspr.com)

Mansi Muskan | 7856866499 | [mansi.muskan@adfactorspr.com](mailto:mansi.muskan@adfactorspr.com)

Tanya Kasliwal | 9836345454 | [tanya.kasliwal@adfactorspr.com](mailto:tanya.kasliwal@adfactorspr.com)