



**Hon. Minister K.A. Senkottaiyan, Minister for School Education
&
Hon. Minister K.C. Karuppannan, Minister for Environment
graced 'Peter England' brand launch in Gobichettipalayam**

Gobichettipalayam, July 13, 2018: Peter England, India's leading menswear brand from Aditya Birla Fashion and Retail Ltd. launched its 1st store in Gobichettipalayam and 53rd in Tamil Nadu. The new outlet was inaugurated in the august presence of Honorable Minister K.A. Senkottaiyan (Minister for School Education) and Honorable Minister K.C. Karuppannan (Minister for Environment).

Speaking on the occasion, **Mr. Manish Singhai, COO, Peter England** said, *"Tamil Nadu is an important market for us and we are delighted with the overwhelming response we have received so far. With the launch of our 1st store in Gobichettipalayam and 53rd in Tamil Nadu, we are confident about catering to the fashion needs of our consumers. Peter England has received a phenomenal response from the loyal customers over the last two decades which has encouraged the brand to explore cities beyond metros."*

Since its launch in the Indian market in 1997, Peter England has established itself as one of the most successful menswear brands in the country. With an increased focus on expanding its presence to cities beyond metros, Peter England adds a new chapter to their success stories with the launch of its new store in Gobichettipalayam, Tamil Nadu. Consumers can find a complete range of merchandise in more than 600+ Peter England stores across 750+ cities in India.



Spread across 800 sq.ft, the store promises to be a shopping destination for 'Young Indians'. The brand new store will house a wide array of smart casuals, formal shirts, denims, t-shirts and accessories starting **Rs. 699**. The collection comprises playful colours and contemporary designs that make up the widest range at the new Peter England store. This sprawling new store is a one of its kind in the region, offering a premium shopping experience to the youth off Gobichettipalayam.

Store address: Peter England Store, No: 47 Jawaharlal Nehru Street, Near by Vasanth & Co, Erode Main Road, Gobichettipalayam 638452

The price of the collection starts from **Rs.699 onwards**

About Peter England:

Peter England is the most loved and the one of the largest menswear brands in India. It sells more than 10 million garments every year across 600+ exclusive stores, 2000+ Multi-brand outlets across 750 + towns. It has been voted as **India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey**. A quintessential British Brand, Peter England was first launched in India by Madura Fashion and Lifestyle (then known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began humbly as a brand of honest shirts in 1997, in India, is today a complete lifestyle brand with merchandise available for every day and for special occasions. Peter England offers a variety of apparels for young men. The casual wear line is slightly more eclectic with a stylish range of washed cotton shirts, denims, cargos, jackets, sweaters and accessories. Peter England's '**Elite**' offers premium formal wear for professionals. Peter England also has a unique retail format called 'Peter England Generation' that presents the cycle of an entire generation.

About Aditya Birla Fashion and Retail Limited:

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

For further information, please contact:

Janet Arole | Head Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@adityabirla.com