

Peter England launches ‘Festive Scratch Cards’ worth Rs. 1.5 crore across 130 cities

~Lucky Winners get to Win Gold Coins, Laptops, Mobile Phones and much more at Peter England~

October 8, 2019: Peter England, leading international menswear brand from Aditya Birla Fashion and Retail Ltd. is all set to give fashion lovers a reason to rejoice this festive season. The menswear brand which houses over 700+ distinct styles has announced a grand **Festive Promotional Offer**, the **Scratch Card Campaign** for its stylish patrons. Shoppers can now shop from Peter England store located in **Badlapur** and win an assured gift. The gifts vary from Holiday Vouchers, Bluetooth Speakers, Duffle Bags and Sunglasses. That’s not all lucky customers get a chance to win Bumper Prizes such as **Laptops worth Rs. 25,000, mobile phones worth Rs 10000, Philips Speaker, Microwave Oven, Gold Coins and Petrol Vouchers. Customers can avail this thrilling offer till Diwali.**

This season brings with itself a gigantic festive fervor filled with fun, happiness, love, family bonding, and not to forget — the gifting and shopping frenzy. As a part of this campaign the menswear giant promises to offer gifts worth Rs 1.5 Cr to festive shoppers.

Speaking on the occasion, **Manish Singhai, COO, Peter England** said, *“At Peter England, we look forward to introducing newer offers that provide great value to our customers. This Festival Promotion, Assured Gift Scratch Card campaign is designed in the interest of providing absolute customer delight which make their visit to any of our stores a fulfilling experience. We have significant brand momentum and are one of the fastest growing international menswear brand. We invite all our customers to make the most of the offer and get ready to embrace the festive season by staying fashionable.”*

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 offering a wide selection of chic menswear at an unmatched value. With a strong foothold in formal and casual menswear segments Peter England offers international fashion for young men at an attainable price point. It retails more than 10 million garments every year across 800+ exclusive stores, 2000+ Multi-brand outlets in 400+ towns. While the brand’s formal wear collection showcases highly curated looks for the modern professionals like formal shirts, well-tailored suits, jackets and trousers, the casual wear range boasts of stylish range of washed cotton shirts, denims, cargo bottoms, graphic tees, polo, sweaters and Indie Kurtas.

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 800+ exclusive stores, 2000+ Multi-brand outlets and across 400+ towns. The brand also holds a strong e-commerce presence. The newest retail offering from the brand called Men’s Obsession Store is a large format store which houses over 2000+ unique designs at an unmatched value. The vast collection of latest fashion trend meant for every occasion allows the brand to reach an expanded cohort of customers. Peter England



has been voted as India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey. The brand is committed to offering varied styles across categories starting from an attractive price of Rs. 999. A quintessential British brand, Peter England was first launched in India by Madura Fashion and Lifestyle (previously 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 all special occasions. With a strong foothold in formal and casual menswear segments Peter England offers great fashion for young men at an attainable price point. The brand's formal wear range combines high fashion, impeccable fits along with a wide selection of highly curated looks for the modern professionals who seek individuality. With contemporary styling, easy care fabric and travel friendly features the line ranges from crisp formal shirts, well-tailored suits, jackets and trousers. The casual wear range is a highly eclectic line with a stylish range of washed cotton shirts, denims, cargo bottoms, graphic tees, polo, sweaters and Indie Kurtas. The 'Elite' line from the brand brings together premium formal wear with emphasis on fine detailing with a hint of colour, comfort and panache. While the assorted collection of ties, pocket squares, leather belts, wallets and footwear asserts a distinctive and prominent style statement, the finely crafted vests, boxer shorts and briefs from the newly launched innerwear line from the brand ensures highest comfort and great fit to the wearer.

About Aditya Birla Fashion and Retail Limited:

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,118 cr. spanning retail space of 7.5 million sq. ft. (as on March 31, 2019), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

As a fashion conglomerate, ABFRL has a strong network of 2,714 brand stores across 750 cities in the country. It is present across 18,000+ multi-brand outlets and 5,000+ point of sales in department stores across India. It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years.

Pantaloons is one of India's largest value fashion store brand. The International Brands portfolio boasts of - The Collective, India's largest multi-brand retailer of international brands and select mono-brands such as Ted Baker, Ralph Lauren, American Eagle and Simon Carter.

For further information, please contact:

Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited |

janet.arole@abfrl.adityabirla.com