



Peter England is the Official 'Style Partner' of RuPay Pro Volleyball League

Bangalore, February 1, 2019: Peter England, the leading menswear brand from Aditya Birla Fashion and Retail Limited announced its partnership with **RuPay Pro Volleyball League**, which is all set to redefine the sporting landscape of the country. As the designated **Style Partner** for the inaugural season Peter England will style the presenters in sharply tailored garments thus giving them a fashionable yet exciting avatar, befitting to the indoor tournament. The fashion powerhouse will also bequeath the title of **Peter England Stylish Player of the Season** to one lucky player who will stay suave, trendy and classy during the course of the tournament. The lucky winner will receive gift hamper and cash prize on the finale night for taking fashion a notch higher during the league.

Speaking on the association, Mr. Manish Singhai, Chief Operating Officer, Peter England, said, "We are happy to associate with the Pro Volleyball League in its inaugural season celebrating the spirit of the game and taking the brand closer to a younger audience. As a fashion brand we are always looking at a newer approach to sustainability and craftsmanship. Peter England's brand philosophy has always reflected a winning mindset. Our designs for the youth offers finest quality apparel in an array of fashionable and innovative options ranging from comfortable office wear to a wide range of casual wear".

Peter England is also the Style Partner of the reigning IPL champion the **Chennai Super Kings**. The chronicle of sports partnership at Peter England is a story with values that encompass commitment in supporting new sports which command a global appeal and are also popular across the country. These associations are demonstrative of a brand which represents dynamism, innovation and sustainability.

The professional event which is an initiative by Baseline Ventures and Volleyball Federation of India is all set to see national and international champions battle it out on the court. The screening will commence from February 2 and will be broadcasted live on Sony Six and Sony Ten 3 with live streaming on Sony LIV.

Tuhin Mishra, MD and Co-Founder of Baseline Ventures commented, "With all the athletic spikes and blocks, Volleyball is an incredibly stylish sport in itself. To have Peter England on board as our partners will definitely add to the style quotient of the sport and the league."

**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 750+ exclusive stores, 2000+ Multi-brand outlets across 400 + 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 & Retail Ltd.:

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.

For further information, please contact:

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

[|janet.arole@adityabirla.com](mailto:janet.arole@adityabirla.com)