

Peter England strengthens its network in small towns of India, launches 300th exclusive outlet in Tier 3 & 4 markets

~ 300th store launched in Sidhauri, UP, taking the total store count to over 1000 ~

Sidhauri, February 12, 2021: Peter England, a leading menswear brand from the house of Aditya Birla Fashion and Retail Ltd, strengthens its network by launching its 300th exclusive outlet in small towns of India. Dedicated to providing premium quality fashion at affordable prices to customers, the brand is increasing its presence beyond metros, focusing on tier 3 and tier 4 markets. Peter England now has an expansive footprint of over 1000 stores across the country.

Spread across 900 sq. ft., the new store at Sidhauri, UP promises to be a shopping extravaganza with premium quality stylish products starting at INR 699 onwards. The exclusive brand outlet features 600 + styles that include shirts, t-shirts, trousers, denims, masks, lounge wear, winter wear, accessories and occasion wear like suits, blazers and traditional wear. Today's fashion-conscious men can select from a wide array of collections comprising playful colours and contemporary designs.

*Speaking on the occasion, **Mr. Manish Singhai, COO, Peter England** said, "Peter England has a rich and strong legacy of introducing innovative products. Three years ago, the brand was launched in small towns of India with an objective to make premium quality menswear accessible in tier 3 and tier 4 markets. This 300th store launch in Sidhauri marks the beginning of an important milestone. This is our 150th store in Uttar Pradesh, which is an important and significant market for the brand. Strategically located, the store houses 600+ curated styles, keeping in mind the regional taste and sensibilities."*

Peter England has seen a rapid growth since the launch of these stores in tier 3 and tier 4 markets within three years of operations. The vision is to make premium quality fashion accessible in small towns of India by partnering with and nurturing local entrepreneurs.

Store address: Peter England Store, Ground Floor, Station Road, Sidhauri, UP – 261303

Prices start from **INR 699 onwards**

About Peter England:

Peter England is one of the most loved and largest menswear brands in India. It sells more than 14 million garments every year across 1000+ exclusive stores, 3500+ Multi-brand outlets and across 800+ towns. The brand also holds a strong e-commerce presence. 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 at an attractive price point of Rs.999. 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 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. The brand's formal wear range of crisp formal shirts, well-tailored suits, jackets & trousers combines high fashion, impeccable fits along with a wide selection of highly curated looks for modern professionals. The casual wear range is a highly eclectic line of washed cotton shirts, denims, cargo bottoms, graphic tees, Polos & winter-wear. The 'Select' line brings together premium formal wear with emphasis on fine detailing with a hint of color, comfort and panache. While the assorted collection of ties, pocket squares, belts, wallets and footwear assert a distinctive style statement, the finely crafted vests, boxer shorts and briefs from the newly launched innerwear line ensures highest comfort and great fit. While the brand continues to expand across India, they introduced a brand-new retail identity called the Peter England Men's Obsession, which is a large format store housing over 2000+ unique designs at an unmatched value, all the while delivering a young, vibrant shopping experience for all.

About ABFRL:

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,788 cr. spanning retail space of 8.1 million sq. ft. (as on March 31, 2020), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,031 stores across approximately 25,000 multi-brand outlets with 6,500+ point of sales in department stores across India (as on 31st March, 2020)

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 fast fashion store brand.

The Company also holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. Additionally, the company closed two strategic investments in branded ethnic wear business with **Jaypore** and **Shantanu & Nikhil**.

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