

Peter England & Ayushmann Khurrana launch a video film to raise awareness about wearing face masks

Bengaluru; May 25, 2020: Bollywood Actor Ayushmann Khurrana in association with Peter England posted a short video emphasizing the importance of wearing face masks while stepping out during this pandemic. This video marks the beginning of the versatile actor's association with Peter England, India's largest menswear brand from the house of Aditya Birla Fashion and Retail Limited.

Ayushmann in this video is seen highlighting the importance and necessity of wearing face masks to contain the spread of the pandemic. This initiative by the talented & successful actor, who is admired and loved equally across age groups and demographics, would go a long way in spreading the message of "wearing masks as a part of our everyday routine" across the country.

Speaking on this novel association, **Ayushmann Khurrana says**, *"As a socially conscious citizen of India, I wish to spread constructive messages on matters that require vital and urgent attention, like health and safety measures during the coronavirus pandemic. I'm glad to be a part of a campaign where a hugely important message is being communicated by Peter England which aims to make people aware about the importance of wearing face masks. With face masks taking centerstage in this pandemic, it is a thought in the right direction to raise awareness on how we should be conscious of our health and in turn also take care of the health and safety of the community-at-large. I'm glad to begin my association with Peter England, an iconic brand that has redefined the men's fashion industry, with this social video. The brand's persona and attributes appeals to me and makes this association something I dearly look forward to."*

Commenting on this collaboration, **Manish Singhai, COO, Peter England said**, *"As a responsible brand, we have strived to do our part in this collective fight against this global pandemic. Various studies show that wearing face masks as part of everyday routine is now crucial to contain the spread of COVID-19. Hence we have leveraged our strengths and skillset to produce high quality cloth-masks which are the need of the hour. We have collaborated and begun a long journey with Ayushmann Khurrana and our association marks the union of two iconic brands that are synonymous with honesty and authenticity. Our journey starts with a message for a special cause, to raise awareness about the importance of wearing cloth based face masks. We believe that Ayushmann, being a popular style and youth icon, will help in getting this social message delivered to large set of Indians across the country"*

Peter England has announced Ayushmann Khurrana as brand ambassador to augment the brand's continuous growth in the menswear sector. Ayushmann Khurrana is widely known for his



extraordinary performances in the Indian film industry. He, being a style icon among millennials, would complement the legacy of the brand Peter England to connect with young consumers.

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 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 18000+ multi-brand outlets and 5000+ 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 monmo-brands such as Ted Baker, Ralph Lauren, American Eagle and Simon Carter.

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