

## **Peter England to be a leading men's wardrobe brand in the mid-priced segment**

17 April, 2001

As part of Madura Garment's vision to continually enhance its leadership position in the branded apparel market, Mr Vikram Rao, Group Executive President (Fabric & Apparel) today announced the launch of Peter England Trousers in Mumbai.

Mr Rao stated that all of Madura Garment's brands aim at providing the best value to discerning customers in terms of fashion, design, quality and image.

According to Mr Rao, "Due to its single minded focus on building strong brands, innovation, design and wide distribution, Madura Garments has always been ahead of the market trends and thereby the competition. We needed to accelerate our current pace and strengthen our brands to stay in the forefront and sustain our leadership position. Hence this foray into the trouser segment. It is our intent to make Peter England a leading men's wardrobe brand. The logical extension in the foreseeable future will be jackets and blazers, followed quickly by suits. Peter England aspires to be a Rs 200 crore brand in the next three years."

The market for readymade trousers has had a spurt in the recent years. When the demand for denim began declining in the mid 90's, most manufacturers turned to the cotton segment market, which led to this being a highly fragmented one with many regional players. Despite this, the penetration for readymade trousers has been very low, as the consumer still preferred conventional tailor-made trousers. On noticing the limited action in the mid-priced sector, Peter England has launched their trouser aiming to convert preferences to the readymade trousers in the large mid-priced formals market. Peter England has an advantage in the highly competitive market by offering a variety of styles and features, designed essentially for the customer's comfort, which are not evident in regular tailor-made trousers.

To launch Peter England Trousers, Madura Garments undertook a major test marketing in Pune, rolling it across all retailers in the city. Based on their feedback, factoring aspects such as product pricing, styling, fabric and above all customer comfort, the national roll out has been planned.

Madura Garments plan to sell more than 3 lakh trousers in the coming year. The Peter England brand is slated to contribute to nearly 20% of Madura Garment's sales for the year ending 2002 of which the trouser segment will constitute 5%.

Over the last year, Peter England has increased the number of its showrooms from 68 to 104 and 6 Peter England megastores have been opened. These are in the metros and such as Delhi, Calcutta and mini metros like Bangalore and Pune. A megastore in Hyderabad is in the offing.

Four years after the phenomenal success of its brand of shirts and in response to the consumers ever-growing needs noted through polls conducted, Peter England has introduced its exclusive brand of trousers, in a complete range of formals and semi formals available in a variety of fabrics. Some of which are:

- Polyester Viscose available in PV Twill, PV Matt, Melange and Pic-n-Pic, which have formal styling and twin pleats
- The Easy Care range that consists of trousers made with Polyester Cotton. These come in styles such as Flat Fronts or Pleated
- The Wrinkle-Free Trousers that are 100% cotton trousers are styled as Flat Fronts and pleated

The trousers are available from all Peter England exclusive showrooms and leading multi brand outlets in the city. These are creatively crafted in different sizes from 28 to 44 and are priced ranging from Rs 545 to Rs 845.

Madura Garments enjoys a leadership position in the premium brands in shirts, with its market share exceeding 36 per cent, while in the premium trouser sector it is 30 per cent. In the popular brands, it enjoys a 10 per cent market share in shirts and 8 per cent in trousers.

Madura Garments expects to clock in a sales turnover of Rs 340 crores for the year ending 31st March 2001.