

## Vishnuraj S Menon, Bengaluru declared 'Peter England Mr. India 2016'

~Leading Bollywood celebrity & style icon, Hrithik Roshan announced the winners~  
~Renowned personalities from Bollywood and fashion fraternity attended the grand finale~

**Mumbai, November 25, 2016:** The hunt for India's most stylish man for the leading male beauty pageant culminated with Vishnuraj S Menon from Bengaluru being announced **Peter England Mr. India 2016**. Adding to the style quotient was India's leading Bollywood celebrity, the super stylish and suave Hrithik Roshan, who presented the winners with their titles amidst much fanfare and paparazzi in a glitzy ceremony, held in Mumbai.

Vishnuraj S Menon from Bengaluru won the Peter England Mr. India 2016 title, with Viren Barman from Delhi and Altamash Faraz from Delhi announced as 1<sup>st</sup> and 2<sup>nd</sup> Runners-up respectively. The 16 shortlisted finalists were selected from across the country making the selection process tougher for the judges.

Besides the finalists competing for the coveted title, they were also seen battling for various sub-titles like *Peter England Mr. Style Icon, Mr. Healthy Hair, Mr. Active, Mr. Photogenic, Mr. Perfect Body, Mr. Personality, Mr. Popular, Mr. Talented, Best Actor and Top Model*. Peter England Mr. Style icon was won by Mr. Priyadarshani Chatterjee



The Peter England Mr. India 2016 winners were announced after multi-city auditions that received an overwhelming response from over 10 thousand participants across the country. This year the pageant comprised 4 city auditions across 4 zones in the country, which culminated into a gala final round of auditions, and gave wings to larger-than-life aspiration of millions of young men out to redefine their destiny.

The contestants set the temperatures soaring as they walked the ramp in the latest collection of Peter England, India's leading menswear brand. The finalists were clad in collections from India's leading apparel brand Peter England inspired by the brand's philosophy to 'be everything you love!' They showcased 4 different looks such as Formals with Tuxedo, Genius Shirt, Grand Father Hand me Down Denims & Indies. Show Director - Prasad Bidapa, Fashion Director Nivedita Saboo, India's leading fashion photographer - Amit Khanna and Celebrity Fitness Trainer - Abbas Ali, who mentored the contestants in their journey to the coveted title - Peter England Mr. India 2016 were present at the gala event.

Congratulating the winners & speaking on the occasion, **Mr. Manish Singhai, Brand Head-Peter England, Madura Fashion & Lifestyle, Aditya Birla Fashion and Retail Ltd.** said, *"We'd like to congratulate Vishnuraj S Menon and all the contestants for putting up a great show. Peter England enjoys a strong bond with the multi-faceted youth and we are proud to be the title sponsor of Mr. India 2016 pageant, which echoes similar sentiment. It is our constant endeavour to engage our audiences with exciting and thrilling experiences, confident of making Young India fashionable and upbeat"*.

The grand finale of Peter England Mr. India 2016 was a huge success, which saw key celebrities including Kirti Kulhari, Sana Khan, Ankita Shorey, Adah Sharma, Freddy Daruwalla supporting and cheering the contestants. The evening also saw a fly high aerial performance by beauty and the beats.

### **About Peter England:**

Peter England is the most loved and largest menswear brand in India. It sells more than 10 million garments every year in its 600+ exclusive stores and 2000+ Multi-brand outlets across more than 350 towns. It has been voted as India's most trusted apparel brands 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 an honest shirt brand in 1997 in India today is a complete lifestyle brand with merchandise available for everyday and special occasions. The brand has diversified into the non-apparel category with the launch of PE Bags and more recently launched a unique retailing store that targets the life cycle of an entire generation called Peter England Generation.

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