



PETER ENGLAND, INDIA'S MOST LOVED MENSWEAR BRAND DEBUTS IN BITTAN MARKET, BHOPAL

Bittan Market, Bhopal, March 2016: Peter England, the largest menswear brand in India launched its exclusive brand store at Bittan Market, Bhopal. Since its foray into the Indian market in 1997, Peter England has successfully established itself as one of the most successful menswear brands in the country. As an integral part of the agenda, the brand a promising expansion spree in the offing and its success story continues with the launch of its exclusive store in Bhopal which is a milestone in the city's fashion culture.

Located in one of the most popular shopping areas of the city in Bittan Market, the store is spread over an area of over 970 sq. ft., and houses the exclusive ranges from the Peter England collection. This collection allows consumers to choose from a wide assortment of men's apparel and accessories ranging from ceremonial suits to formal wear, casual shirts, t-shirts, trousers, denims and accessories. The collection at the store does not merely showcase diversity; but also the unity, passion and the togetherness that is representative of the brands identity.

Speaking about this newly launched store, Mr. Manish Singhai, Brand Head, Peter England, said: *"The growth of the retail sector, supported by consumers makes Bhopal an exciting market for a brand like Peter England. As one of the leading men's apparel brands in the country, we strive to provide our customers with superior merchandise and an overall international shopping experience. We aim to strengthen our commitment to our consumers by providing them with the best of what Peter England has to offer."*

To emphasize the unconventional, trendy and energetic features associated with the brand, Peter England organized a Magic Key activity where 150 keys out of 4000 that were distributed were short-listed and the consumers carrying the lucky keys were rewarded with goodie bags. This activity was helpful in the brand's engagement with its consumers, showcasing an individualistic style statement and exclusive offerings synonymous with its ethos.



With styles that are a harmonious blend of classic and contemporary, Peter England continues to successfully expand its strong presence across the country, with this being the 5th exclusive brand outlet to open in Bhopal.

The Peter England collection at the store comprises formal / semi-formal shirts, suits, trousers, T-shirts, denims, ceremonial outfits, footwear, accessories, etc and is available at a price range starting at Rs.699.

Store Address: E- 5/4 Shopping Complex, Bittan Market, Opp. Habibganj Police Station, Arera Colony Bhopal-462016

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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 is also available online through Trendin.com, the e-commerce shopping portal of Aditya Birla Fashion and Retail Limited. Since 2008, **Peter England** has been voted as India's most trusted apparel brand for 8 consecutive years by The Economic Times Brand Equity Survey. A brand with quintessential English origins and heritage, 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 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 it launched a unique retailing store that targets the life cycle of an entire generation called Peter England Generation.

About ABFRL

Aditya Birla Fashion and Retail Ltd. (ABFRL) is India's No. 1 pure-play Fashion and Lifestyle entity with a strong bouquet of leading fashion brands and retail formats. It emerged after the consolidation of the branded apparel businesses of Aditya Birla Group comprising ABNL'S Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. With a strong presence spanning luxury and super premium segments, premium formal and casual wear to fast fashion and value fashion for men, women and kids, ABFRL hosts India's largest fashion network. It has over 6,000 points of sale across over 200 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets. ABFRL's e-commerce business, Trendin.com reaches out to multiple destinations across India.

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