

## International Menswear Brand Peter England Opens Its Exclusive Store in Kichha

**Kichha, 15<sup>th</sup> October, 2018:** Peter England, India's leading menswear brand from Aditya Birla Fashion and Retail Ltd launched its exclusive store in Kichha Uttarakhand.

Since its launch in the Indian market in 1997, Peter England has established itself as one of the most successful menswear brands in the country. With an increased focus on expanding its presence to cities beyond metros, Peter England adds a new chapter to their success stories with the launch of its new store in Kichha, Uttarakhand.

**Spread across 700 sq.ft,** the store promises to be a shopping destination for 'Young Indians'. The brand new store will house a wide array of smart casuals, formal shirts, denims, t-shirts and accessories starting Rs. 699. The collection comprises of playful colours and contemporary designs that make up the widest range at the new Peter England store. This sprawling new store is a one of its kind in the region, offering a premium shopping experience to the youth off Kichha.

Speaking on the occasion, **Mr. Manish Singhai, COO, Peter England** said, *"Uttarakhand is an important market for us; we have received a phenomenal response from our loyal customers over the last two decades which has encouraged us to explore cities beyond metros. We are excited to announce the launch of our exclusive store in Kichha .Located in the heart of the city, our store is fashionable and individualistic with chic interiors, providing not just value for money but a collection of the finest quality apparel. We have carefully handpicked the best designs keeping in mind the regional taste and sensibilities. Our courteous and warm store staff and international ambience adds to the pleasure of shopping at Peter England, thus making it the most sought after shopping destination".*

**Store address:**

Opposite Diwan Singh Kohli Banquet Hall, Bareilly road, Kichha, US Nagar, Uttarakhand  
The price of the collection starts from **Rs.699 onwards**

**About Peter England:**

Peter England is the most loved and the one of the largest menswear brands in India. It sells more than 10 million garments every year across 600+ exclusive stores, 2000+ Multi-brand outlets across 350 + towns. It has been voted as **India's Most Trusted Apparel Brand 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 a brand of honest shirts in 1997, in India, is today a complete lifestyle brand with merchandise available for every day and for special occasions. Peter England offers a variety of apparels for young men. The casual wear line is slightly more eclectic with a stylish range of washed cotton shirts, denims, cargos, jackets, sweaters and accessories. Peter England's '**Elite**' offers premium formal wear for professionals. Peter England also has a unique retail format called 'Peter England Generation' that presents the cycle of an entire generation.

**About Aditya Birla Fashion and Retail Limited:**

Aditya Birla Fashion and Retail Ltd. (ABFRL) is India's No 1. Fashion and Lifestyle entity. It hosts India's largest fashion network with over 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

**For further information, please contact:**

Janet Arole | Head Corporate Communications, Aditya Birla Fashion and Retail Limited |  
[janet.arole@adityabirla.com](mailto:janet.arole@adityabirla.com)