

Peter England announces `Peter England Mr. India 2016`, India's leading male beauty pageant

~Leading Bollywood celebrity `Hrithik Roshan` will be the guest of honour~

Mumbai, November 18, 2016: Stylishly unleashing its brand association with the youth, **Peter England**, the leading menswear brand today announced `**Peter England Mr. India 2016**`, the country's leading male beauty pageant, an ode to Indian men with an impeccable penchant for fashion and glamour.

Prasad Bidapa, Show Director, Nivedita Saboo, Fashion Director, Amit Khanna, India's leading fashion photographer and Abbas Ali, Celebrity Fitness Trainer have been chosen to mentor the male beauty pageant contestants. With more than 10,000+ entries pouring in, `**Peter England Mr. India 2016**` this year will undoubtedly showcase the best men in the country.

Speaking about the association, Mr. Manish Singhai, Brand Head-Peter England, Madura Fashion & Lifestyle, Aditya Birla Fashion and Retail Ltd. said, “**Peter England Mr India 2016** creates a strong and unique bond with the brand and the youth. This pageant that fits in beautifully for the multi-faceted youth resonates our brand's philosophy – `**Be Everything You Love**`. It is our constant endeavour to engage our audiences with exciting and thrilling experiences, confident of making Young India fashionable and upbeat”.

The `**Peter England Mr. India 2016**` male beauty pageant creates new avenues for the winner to participate at leading international pageants and bag prestigious modelling assignments. The Grand Finale will take place on 24th November in Mumbai where the style icon, Hrithik Roshan seen in Raakesh Roshan's Kaabil, directed by Sanjay Gupta releasing on January 26, 2017 will be the guest of honour at the event.

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