



Peter England marks its debut in Sri Lanka

In association with “Softlogic”, opens its first exclusive store in Colombo

Colombo, 5th September, 2016: Peter England, the leading international men’s apparel brand, today announced its successful foray into Sri Lanka. In association with “Softlogic”, the brand launched its first exclusive store in **Colombo, Sri Lanka**. Established in Ireland, Peter England has successfully grown as one of the most popular menswear brands in India. The brand is betting on the fastest growing retail sector in Sri Lanka.

Speaking about the Sri Lankan foray, **Mr. Ashish Dikshit, Business Head – Madura F&L, Aditya Birla Fashion and Retail Ltd. said**, *“Our in-depth market research revealed that the country, besides witnessing a growing retail market, the island country of Sri Lanka is also very similar in nature to the Indian market when it comes to menswear fashion. Peter England has been associated with contemporary English style, great quality and delivering the right value to the consumers. Our partnership with “Softlogic” gives us the expansion support required to ensure that we provide contemporary English fashion to the customers. We look forward to the foray contributing significantly to our growth and profitability in the years ahead.”*

Peter England has successfully created a strong presence in India as the leading menswear brand. Sri Lanka offers a huge potential in menswear fashion and the brand continues to offer quality clothing and distinct styling to the discerning man in the new market.

Mr. Ashok Pathirage, Chairman of Softlogic Holdings PLC had this to say, *“Peter England is a great menswear brand and we are very pleased on this occasion to open our new flagship brand store in a key location of Colombo. The demand for a quality all-encompassing menswear brand has been keenly felt among the urban male audience, a gap that we have wanted to fill for some time with the right brand. Softlogic, as a key player in the retail fashion landscape of the country has played a catalyst role in bringing in many world class international fashion labels to the country. Over the recent past few years we have witnessed and have been encouraged by the increasing consumer shift to branded apparel. Thereby as a business we see tremendous potential in this segment and are very eager to bring more access to brands like Peter England in Sri Lanka. We are confident that there will be great response from the customers towards this contemporary English fashion brand.”*

The Peter England collection at the store comprises of Men’s Shirts, Pants, T-shirts, Polos , Suits, Blazers, Waist coats, Accessories, Jeans/Denims and is available at a price range of Rs.550 and upwards.

Store Address: No. 14, De Fonseka Place, Colombo 05.



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 650+ exclusive stores and 2,000+ multi-brand outlets across more than 350 towns. It has been voted as India's most trusted apparel brand for seven 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 & 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.

About Aditya Birla Fashion and Retail Limited.

Aditya Birla Fashion and Retail Ltd. (formerly known as Pantaloon Fashion & Retail Limited) Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd's (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloon Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

About Softlogic

Softlogic Holdings PLC is one of Sri Lanka's foremost, dynamic conglomerates, with leading market positions in the country's growing economic sectors; retail, healthcare, ICT, automobiles, leisure and financial services. Softlogic holds Authorized Distributorships for key global brands and today, employs over 9,000 people in its offices located in Sri Lanka and Australia.

For further information, contact:

Mumbai: Janet Arole | Head - Corporate Communications – Apparel & Retail Business,
The Aditya Birla Group
Email - janet.arole@adityabirla.com