



Peter England launches new TVC with The Maestros of Chennai Super Kings to celebrate Durga Puja

~The campaign will feature across multiple mediums like TV, Print, Online, movie screens and OOH~

Kolkata, September 25, 2019: Peter England, the leading menswear brand from Aditya Birla Fashion and Retail Ltd. joins hands with the maestros of **Chennai Super Kings Mahendra Singh Dhoni, Shane Watson and Dwayne Bravo** to celebrate the spirit of Durga Puja with their signature **Festive Collection**. The latest campaign announcing the launch of the festive finery highlights a distinct line of men's special occasion wear ranging from **Nehru jackets** with a contemporary twist, **fusion wear, kurtas and shirts** in rich vibrant colours replete with motifs and designs. These exclusive clothing choices marked by **Ornate Prints, Dobby Prints** and the distinct **White on White Opal Burnout Prints** are perfect for men to dress sharply during festive celebrations thus adding more style and vigor to the wardrobe. The vibrant yet rare colors with trendy silhouettes and rich fabrics set the mood for a newer, edgier and a more distinctive style statement this Puja.

The new campaign features a refreshing TVC starring the champions of **Chennai Super Kings**, as they suit up in stylish Nehru Jackets in bold festive colors. The campaign will debut in the eastern region of the country across multiple mediums like Television, Print, Online, movie screens and Out of Home. The film will be aired in over 220+ movie screens, digital channels and across all major TV partners of **West Bengal, Orissa & Assam** and will be supported through a diverse promotion strategy during Puja. Peter England has gone closer to the Kolkata consumers by branding their favorite metro rail by wrapping up 2 trains with the colorful brand logo in order to engage with the target audience for a higher duration while they are on the move.

Commenting on the launch Manish Singhai, COO, Peter England said, "We are excited to unveil the Festive collection which offer a rich promise to every Indian man to be his fashionable best during festivities and celebrations. Our latest offering is something that promises to fill their wardrobes with interesting patterns, designs and fashionable styles. They can now look beyond the usual options and dress differently for different occasions. The campaign featuring CSK stars and it brings to life the brand's high voltage fashion quotient. A highly focused marketing campaign is being executed across platforms to reach our consumers."

The **30 seconds video** puts the spotlight on the cricketing superstars engaging in a light hearted banter. The opening frame puts the spotlight on Dwayne and Bravo embracing the festivity, looking dapper in traditional *sherwani*. Enter MS Dhoni sporting a Nehru Jacket in festive yellow looking resplendent managing to impress his team mates who in turn shower compliments. The summer jacket which has been sported by some of the most famous personalities worldwide is indeed a posh choice. The narration is clear, this festive season look for chic yet contemporary alternatives.



Durga Puja is a standout amongst the most vivid, hallowed and loveliest celebrations commended each year with extraordinary happiness and eagerness. This year the fashion forward gentry of the East can not only look their best but also express themselves with fashion and flamboyance.

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 800+ exclusive stores, 2000+ Multi-brand outlets and across 400+ towns. The brand also holds a strong e-commerce presence. The newest retail offering from the brand called Men's Obsession Store is a large format store which houses over 2000+ unique designs at an unmatched value. The vast collection of latest fashion trend meant for every occasion allows the brand to reach an expanded cohort of customers. Peter England has been voted as India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey. The brand is committed to offering varied styles across categories starting from an attractive price of Rs 999. A quintessential British brand, Peter England was first launched in India by Madura Fashion and Lifestyle (previously 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 all special occasions. With a strong foothold in formal and casual menswear segments Peter England offers great fashion for young men at an attainable price point. The brand's formal wear range combines high fashion, impeccable fits along with a wide selection of highly curated looks for the modern professionals who seek individuality. With contemporary styling, easy care fabric and travel friendly features the line ranges from crisp formal shirts, well-tailored suits, jackets and trousers. The casual wear range is a highly eclectic line with a stylish range of washed cotton shirts, denims, cargo bottoms, graphic tees, polo, sweaters and Indie Kurtas. The 'Elite' line from the brand brings together premium formal wear with emphasis on fine detailing with a hint of colour, comfort and panache. While the assorted collection of ties, pocket squares, leather belts, wallets and footwear asserts a distinctive and prominent style statement, the finely crafted vests, boxer shorts and briefs from the newly launched innerwear line from the brand ensures highest comfort and great fit to the wearer.

About Aditya Birla Fashion and Retail Limited:

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,118 cr. spanning retail space of 7.5 million sq. ft. (as on March 31, 2019), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

As a fashion conglomerate, ABFRL has a strong network of 2,714 brand stores across 750 cities in the country. It is present across 18,000+ multi-brand outlets and 5,000+ point of sales in department stores across India. It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years.

Pantaloons is one of India's largest value fashion store brand. The International Brands portfolio boasts of - The Collective, India's largest multi-brand retailer of international brands and select mono-brands such as Ted Baker, Ralph Lauren, American Eagle and Simon Carter.

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