

Peter England launches exclusive 'Nambikkayin Pudhu Arambham' Pongal campaign in Tamil Nadu

--The campaign emphasizes belief in new beginnings and emotional connect with the young pivoting on the festival



Mumbai, 7th January 2022: Peter England, a leading international menswear brand from Aditya Birla Fashion and Retail Limited, has launched an exclusive TVC campaign for the upcoming Pongal festival. The TVC encapsulates the essence of the festive season and the strong bond between father and son.

The campaign is a relatable montage woven around the festive ambience and shows parents' need to adopt new ways to bond with their children and build a special relationship with them.

Developed and executed in creative partnership with DDB Mudra South, the central theme of the campaign is '**Belief in A New Beginning**'. The campaign combines the objective of resetting family relationships, festivity, colour, and celebration with Peter England's wide range of premium quality and stylish festive collections for today's contemporary men at amazing price points.

Commenting on the campaign, Mr. Manish Singhai, COO, Peter England, said, "We are thrilled to launch our new festive campaign 'Belief in A New Beginning'. The campaign portrays a new relationship between a son and his father after the father takes a small step towards understanding his son's aspirations. The storyline metaphorically directs us to find the perfect

look to celebrate this Pongal festival. Our collection has been designed around the positivity and goodness that festivals bring to our lives. We are determined to curate and offer fashion that enables our consumers to not just immerse in the festivities but also to stand out.”

Saritha Rajagopal - Creative Director, DDB Mudra South, said: *“Pongal celebrates optimistic new beginnings. So, to launch Peter England’s Pongal campaign, we captured a moment between a father and his son. While the pandemic took away some jobs, it also presented an opportunity to pursue one’s dreams. With this campaign, we captured an honest conversation between a father and son, who aspires to grow. We signed off with a message for every youngster who is waiting to start on the journey of life.”*

Peter England’s Festive campaign will be amplified through a mega-media mix across SUN TV Network, Hotstar Tamil Big Boss Association, World Television premiere of Annaatthe on Sun TV and other media channels.

YouTube Link – <https://youtu.be/WCzybuinBYw>

About Peter England:

Peter England is one of the most loved and largest menswear brands in India. It sells more than 14 million garments every year across 1000+ exclusive stores, 3500+ multi-brand outlets, and across 800+ towns. The brand also holds a strong e-commerce presence. 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 at an attractive price point of Rs.999. 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 as a brand of honest shirts in 1997, in India, is today a complete lifestyle brand with merchandise available every day and for all special occasions. The brand’s formal wear range of crisp formal shirts, well-tailored suits, jackets & trousers combines high fashion, impeccable fits along with a wide selection of highly curated looks for modern professionals. The casual wear range is a highly eclectic line of washed cotton shirts, denim, cargo bottoms, graphic tees, Polos & winter wear. The ‘Select’ line brings together premium formal wear with an emphasis on fine detailing with a hint of colour, comfort, and panache. While the assorted collection of ties, pocket squares, belts, wallets, and footwear assert a distinctive style statement, the finely crafted vests, boxer shorts and briefs from the newly launched innerwear line ensures the highest comfort and great fit. While the brand continues to expand across India, they introduced a brand-new retail identity called the Peter England Men’s Obsession, which is a large format store housing over 2000+ unique designs at an unmatched value, all the while delivering a young, vibrant shopping experience for all.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as of March 31, 2021), it is India’s first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ points of sales in department stores across India (as of 31st March 2021).

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 fast-fashion store brands.

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter**, and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker, and Fred Perry**.

Van Heusen Innerwear, Athleisure, and Active wear are establishing themselves as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes **Jaypore** and strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**' and '**Sabyasachi**'

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