

Peter England menswear brand launches its 1st store in Shadnagar, Telengana

~ 700 new designs for men available from Rs.699 onwards~

Shadnagar, September 24, 2019: Peter England, India's leading menswear brand from Aditya Birla Fashion and Retail Ltd launched its first store at **Pargi Road, Shadnagar, Telangana. Spread across 900 sq.ft, the** store promises to be a shopping destination for 'Young Indians'. The brand new store houses **over 700 styles** ranging from a wide array of smart casuals, formal shirts, denims, t-shirts and accessories all **starting from 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 of Shadnagar. With this launch the brand has 11 stores in Andhra Pradesh and Telangana

Speaking on the occasion, **Mr. Manish Singhai, COO, Peter England** said, *"Telangana 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 first store in Shadnagar. Located in the heart of the city, our store houses over 700 styles; we have carefully handpicked the best designs keeping in mind the regional taste and sensibilities. It is fashionable and individualistic with chic interiors, providing not just value for money but a collection of the finest quality apparel. 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"*.

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 Shadnagar, Telengana.

Store address: House No 18-384, Vijayanagar Colony, Pargi Road, Shad Nagar

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 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 18000+ multi-brand outlets and 5000+ 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.



For further information, please contact:

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