



Peter England launches its new store in Nepal with celebrated actor Ayushman Joshi

Nepal, September 27, 2024: - Peter England, a leading international menswear brand from the house of Aditya Birla Fashion and Retail Ltd., has opened its new flagship store in Kathmandu, Nepal. Renowned Nepalese actor Ayushman Joshi graced the occasion and launched the new store amidst a lot of fanfare. With this new launch, the brand aims to further enhance its presence and cater to the growing demand for lifestyle products by offering premium quality choices to men across the country.



Founded in 1889 in Ireland, Peter England holds the distinction of being India's largest menswear brand. Spanning 750 sq ft, the new store offers a comprehensive selection of shirts, t-shirts, trousers, denims, occasion wear like suits, blazers, and loungewear, along with accessories like belts, ties and handkerchiefs designed to meet the diverse needs of modern consumers.

Commenting on the launch, **Mr. Anil S Kumar, Chief Operating Officer, Peter England** said, *"We are happy to expand our presence in Nepal with the launch of our third store in Kathmandu, the nation's capital and the largest city. Peter England has always been synonymous with trust, quality, and affordability, and we are excited to offer our customers an overall elevated shopping experience. Our partnership with Pacific Business Private Limited has been instrumental in our successful journey in Nepal, and we look forward to reaching even more fashion-conscious consumers in the region."*

Mr. Bipin Kumar Agarwal, Director, Pacific Business Private Limited, remarked, "We are proud to strengthen our association with Peter England through the launch of this landmark store in Kumaripati. With a focus on offering stylish and versatile menswear at highly affordable prices, the brand introduces exciting new collections like the Yacht Club line, tailored to meet the evolving fashion preferences of our customers. This store reflects our commitment to providing exceptional value and variety to shoppers, ensuring a top-notch retail experience for men in Kathmandu."

Peter England's third flagship store in Nepal is designed to deliver a world-class shopping experience, showcasing a curated collection of menswear offering sharp formals, versatile casuals, and elegant accessories. With a wide range of men's formals and casuals, including the new launched Yacht Club collection, the store caters to every occasion. The casual wear range is a highly eclectic line of washed cotton shirts, denims, cargo bottoms, graphic tees, and polos, offering versatile options for both work and weekend dressing.

Peter England offers a wide variety of international fashion collection at unmatched prices. Curated by fashion experts from around the world, the collection includes lively and trendy styles for men. The newly opened store is located at Kumaripati, Kathmandu, Nepal.



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 1100+ exclusive stores, 3500+ multi-brand outlets and 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 at affordable prices. 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 and 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, and 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 and belts assert a distinctive style statement from the newly launched innerwear line ensure the highest comfort and great fit. While the brand continues to expand across India, it introduced a brand-new retail identity called the Peter England Men's Obsession, which is 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. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as of March 31, 2024), 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 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 points of sales in department stores across India (as of 31st March 2024).

It has a repertoire of India's largest brands in Louis Philippe, Van Heusen, Allen Solly, and Peter England, established over 25 years. Pantaloons is one of India's leading fashion retailers.

The Company's international Brands portfolio includes - The Collective, Amongst India's largest multi-brand retailers of international brands, and has long-term exclusive partnerships with select brands such as Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok, Simon Carter, and Galeries Lafayette.

The Company's foray into the branded ethnic wear business includes brands such as Jaypore, Tasva & Marigold Lane. The company has strategic partnerships with Designers 'Shantanu & Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology-led 'House of D2C Brands' venture TMRW. TMRW is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market.

The Company in Sept 2023 completed the acquisition of a 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and, retails a portfolio of women's branded apparel across brands W, Aurelia, Wishful, Elleven & Folksong.



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