



Peter England's Biggest Store Relaunches in Pune with a Fresh New Look and Expanded Product Range

The grand relaunch celebrations were honoured by the presence of Mr. Ravindra Dhangekar, MLA of Kasba

Pune, August 23, 2024: Peter England, one of India's leading menswear brands from the house of Aditya Birla Fashion and Retail, is proud to announce the grand relaunch of its largest store across the brand, located in the vibrant city of Pune. Spanning an impressive 4000 + sq. ft., the flagship store has undergone thorough revamps and is now set to redefine the shopping experience with its modern

design and expanded offerings. The grand reopening was honoured by the esteemed Mr. Ravindra Dhangekar, MLA of Kasba.

The refreshed store offers the largest range of wedding collection and the most extensive array of casual wear in the region, making it a one-stop destination for fashion and value conscious shoppers. Customers will have access to an unparalleled variety of high-quality, fashionable attire, designed to cater to every usage occasion for men—from sophisticated wedding ensembles, smart formal wear, trendy casual wear and even other wardrobe essentials like innerwear and accessories. This store will have the best of Peter England’s new offerings- the celebrated “Gentlemen’s League Collection” inspired by the love of cricket, The Yacht collection created for smart yacht lifestyle and even the Zodiac styles collection- a range of top wear showcasing the 12 zodiac styles for customers to flaunt or gift their closed ones.

Mr. Anil S Kumar, Brand COO, Peter England, shared his excitement about the store’s relaunch, saying, *“We are thrilled to relaunch our largest store with a completely new look and feel. This store is one of our oldest flagship stores launched in 2007 and is very close to the brand’s heart. Our aim is to meet the diverse needs of our customers in Pune, by offering an extensive selection of all their fashion needs with an elevated shopping experience. We are confident that our customers will find everything they need conveniently under one roof.”*

The entire store has been transformed with a contemporary design that emphasizes both comfort and convenience. Thoughtfully organized shopping sections, spacious trial rooms, and comfortable seating areas create an inviting atmosphere, allowing customers to browse through the collections with ease. The open floor plan, enhanced lighting, and modern fixtures reflect Peter England’s commitment to fashion, quality, and value. With its fresh new look and expanded offerings, Peter England’s largest store in Pune is poised to become the ultimate destination for men’s fashion in the city, ensuring a shopping experience that is not only enjoyable but also truly unforgettable. Visit us today to explore the very best of Peter England, all under one roof.

Visit the new Peter England store at: Peter England, Umbriya Ganapati Chowk, Pune – 411030



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 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 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, belts, wallets, and footwear assert a distinctive style statement, the finely crafted vests, boxer shorts and briefs 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 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. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on 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 point of sales in department stores across India (as on 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.

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

For further information, please contact:

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