



Peter England Strengthens Presence in Odisha, Launches a New Flagship Store

Bhubaneswar, October 8, 2024: Peter England, India's leading menswear brand from Aditya Birla Fashion and Retail Ltd., takes a significant step in expanding its footprint in Eastern India by launching its newest flagship store in Odisha. Located in Kharvela Nagar, Bhubaneswar, this 1,700-square-foot store sets the stage for fashion-forward men in Odisha, offering them an unparalleled shopping experience.

The Odisha market has witnessed a growing demand for high-quality, affordable menswear, and Peter England's presence in the region underlines the brand's commitment to catering to this evolving need. With the opening of the flagship store, Peter England aims to bring its celebrated fashion collection closer to customers in Odisha, reinforcing its leadership in the Indian menswear segment.

The store will showcase the best of Peter England's latest offerings, including the much-loved Gentlemen's League Collection, inspired by the passion for cricket, a sport deeply cherished across the country. The Yacht Club Collection, created for those who embrace the refined, smart yacht lifestyle, will also be available. In addition, customers can explore the Zodiac Collection, featuring an exclusive range of top wear inspired by the 12 zodiac signs, perfect for personal flair or gifting loved ones.

Commenting on the launch, **Mr. Anil S Kumar, Chief Operating Officer, Peter England**, said, *"We are thrilled to open our first flagship store in Odisha, a region with a rich cultural heritage and an increasing appetite for quality fashion. This store brings the best of Peter England's collections to the state, ensuring our customers enjoy an immersive shopping experience. Odisha is an important market for us, and we are confident that this store will resonate with the fashion sensibilities of the region's modern, discerning consumers."*

The flagship store launch also brings exclusive opening offers, providing an exciting opportunity for customers to refresh their wardrobes with the finest Peter England styles.

Visit the new Peter England store at: Plot No- 25A, Ground Floor, Unit No-III, Janpath Rd, Opp. Gurudwara, Kharvela Nagar, Odisha 751001

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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