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Aditya Birla Fashion partners KVIC, to sell Khadi products

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NEW DELHI: Aditya Birla Fashion and Retail today said it has tied up with the Khadi and Village Industries Commission (KVIC) and launched a product line 'Khadi by Peter England'.

Peter England is a menswear brand from the fashion brands portfolio of Aditya Birla Fashion and Retail Ltd (ABFRL).

As part of the collaboration, Peter England will develop an exclusive product line branded as 'Khadi by Peter England', the company said in a statement.

Under the partnership, Peter England has agreed for a guaranteed minimum procurement of Khadi and Khadi products for a period of five years with primary purchases of muslin cotton and silk.

Commenting on the development, ABFRL Business Head Ashish Dikshit said: "Through our partnership with KVIC, we aim to bring the rich Indian heritage of hand-woven fabric closer to our discerning consumers."

The company said the new label will be available at around 700 Peter England stores and KVIC outlets besides leading ecommerce portals.