

## **Peter England Presents New TVC Campaign with Chennai Super Kings, Led by MS Dhoni**

*~MS Dhoni along with the Shane Watson and Dwayne Bravo, sports Peter England's striking festive collection~*

**Mumbai, November 5, 2018:** Peter England, India's leading menswear brand from Aditya Birla Fashion and Retail Limited, celebrates the festive season with its new TVC campaign featuring Chennai Super Kings team along with M S Dhoni. This Diwali, the brand offers a rich assortment of shirts with vibrant colours & hues. The TVC shows MS Dhoni, Dwayne Bravo & Shane Watson of the IPL 2018 champions the Chennai Super kings, bringing Diwali in with festive cheer with Peter England's festive shirt collection.

**Speaking on the launch, Manish Singhai, COO, Peter England said** "Through this film wanted to bring alive the essence of Diwali; Coming together. We are delighted to see the banter between Dhoni, Watson, Bravo and Vijay on-screen reflecting the camaraderie of the CSK team off-screen, and it all comes together seamlessly with our brand."

The TVC idea was seeded to unleash the joy of gifting from the latest Festive Collection launched by Peter England. The 30 seconds film showcases a light hearted banter between Dhoni, Shane Watson and Dwayne Bravo who are seen unwinding at the team room. Dhoni who looks resplendent in his Peter England Festive Collection shirt impresses his 2 team mates who in turn shower compliments to Captain Cool. Keeping up the festive cheer Dhoni hands over special Peter England gift boxes to both Bravo and Watson. The video ends with the three cricketing maestros looking dapper and suave in their Peter England Festive Collection Shirts with Dhoni exclaiming 'Happy Diwali!' and Bravo and Watson laughing with him.

Crafted with 100% cotton, the festive range features shirts with unique colour palettes that include the rich forest green, deep cobalt blues and vibrant earthly reds, and the satin weaves make the hues rich and deep. Available in 13 rare colours, this collection of shirts is setting the trend for new hues of festivity. The collection has close-set geometric prints which make the shirts edgy and contemporary.

The collection will be available across stores in all the major cities and is priced between **INR 1499 and INR 1699.**

The TVC will take a multimedia approach and will be promoted across various platforms.

One can enjoy the TVC on the following link:

<https://www.youtube.com/user/peterenglandofficial>

**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 600+ exclusive stores, 2000+ Multi-brand outlets across 350 + towns. It has been voted as **India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey**. A quintessential British Brand, Peter England was first launched in India by Madura Fashion and Lifestyle (then 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 special occasions. Peter England offers a variety of apparels for young men. The casual wear line is slightly more eclectic with a stylish range of washed cotton shirts, denims, cargos, jackets, sweaters and accessories. Peter England's 'Elite' offers premium formal wear for professionals. Peter England also has a unique retail format called 'Peter England Generation' that presents the cycle of an entire generation.

**About Aditya Birla Fashion and Retail Limited**

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

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