

Peter England Unveils a 1400 sq ft Store in Eluru

Eluru, January 3, 2019: Peter England, India's leading menswear brand from Aditya Birla Fashion and Retail Ltd. launched its exclusive store in Eluru, Andhra Pradesh. Located near Powerpet Railway Station, the brand new store will house unique designs ranging from smart casuals to chic formals.

Spread across 1400 sq.ft. the swanky outlet promises to be a prominent fashion destination offering a premium shopping experience to the youths of Eluru. The wide array of store collection includes smart casuals, formal shirts, denims, t-shirts, suits and accessories starting **Rs. 999**

Speaking on the occasion, **Mr. Manish Singhai, COO, Peter England** said, *“Andhra Pradesh is an important market for us and we are delighted with the overwhelming response we have received so far. With over 25 brand outlets in the state and with the launch of our exclusive store in Elluru, we are confident to cater to the fashion needs of our consumers. The new store is a large format store with different styles giving our customers a large variety to choose from. Peter England has received a phenomenal response from its loyal customers over the last two decades which has encouraged the brand to explore cities beyond metros.”*

Since its launch in the Indian market in 1997, Peter England has established itself as one of the most successful menswear brands in the country. With an increased focus on expanding its presence to cities beyond metros, Peter England adds a new chapter to their success stories with the launch of its new store in Elluru, Andhra Pradesh. Consumers can find a complete range of merchandise in more than 700+ Peter England stores across 400+ cities in India.

Store Address: Peter England Showroom, Near Powerpet Railway Station, Powerpet, Eluru

The price of the collection starts from **Rs.999 onwards**



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 700+ exclusive stores, 2000+ Multi-brand outlets across 400 + 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 & Retail Ltd.:

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 Pantaloon 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.

For further information, please contact:

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