International Brand Peter England opens its new exclusive store in Gajarula

~Witnesses a large crowd of delighted customers~

Peter England, India's leading menswear brand from Aditya Birla Fashion and Retail Ltd launched its brand new exclusive store in Gajarula in Uttar Pradesh.

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 Gajarula, Uttar Pradesh.

Spread across 750 sq.ft, the store promises to be a shopping destination for `Young Indians'. The brand new store will house a wide array of smart casuals, formal shirts, denims, t-shirts and accessories starting Rs. 699. The collection comprises of playful colours and contemporary designs that make up the widest range at the new Peter England store. This sprawling new store is a one of its kind in the region, offering a premium shopping experience to the youth off Gajarula.

Speaking on the occasion, **Mr. Manish Singhai, COO, Peter England** said, *"Uttar Pradesh is an important market for us; we have received a phenomenal response from our loyal customers over the last two decades which has encouraged us to explore cities beyond metros. We are excited to announce the launch of our exclusive store in Gajarula. Located in the heart of the city, our store is fashionable and individualistic with chic interiors, providing not just value for money but a collection of the finest quality apparel. We have carefully handpicked the best designs keeping in mind the regional taste and sensibilities. Our courteous and warm store staff and international ambience adds to the pleasure of shopping at Peter England, thus making it the most sought after shopping destination".*