

# THE ECONOMIC TIMES

## **Pizza Hut goes for brand transformation**

■ **NEW DELHI:** Pizza Hut has announced the roll-out of its brand transformation, involving launch of an 'enhanced dine-in' concept in the casual dining segment, with an investment of Rs 50 crore over the next three years. The company launched a new logo and tag-line 'Stories Happen', as part of its strategy to continue performing in the fast-evolving Indian market, a company release said here.