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Pizza Hut goes for a makeover

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PIZZA Hut has gone in for a new look. It has come out with a new logo and a tagline that says, 'Stories Happen'. The pizza chain, which spends Rs 8 to 10 crore in the advertising and communication in a year, plans to spend Rs 50 crore over three years in the overall makeover process that also includes extension of its menu to include fried appetisers for the first time and shakes and smoothies.

"Internationally, Pizza Hut is positioned as a dine-in, casual dine-in brand," said Pizza Hut India's marketing director Anup Jain. "Nationally, we are elevating ourselves in terms of marketing and store design and from a product and service points of view."

While the logo still remains the same, it will no more contain the green and yellow colours but will showcase brown and maroon. "Our service module will also undergo a relevant change that includes new uniform and training for the service people," he said.

So far, Pizza Hut has unveiled just two revamped stores in Mumbai and Chandigarh. In Delhi, the first redesigned Pizza Hut would come up around Diwali. Even though the company says the whole makeover process is a pan-India project, it would take almost three years to complete the initiative. As of now, it is looking to transform 25 per cent of its stores across cities such as Delhi, Mumbai, Chandigarh, Bangalore and Chennai by the end of fiscal 2009. Pizza Hut contributes 70 per cent to the total revenue earned by the parent company, Yum Restaurants, in India.

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