

# Business Standard

## Pizza Hut targets 10% footfall hike with new 'affordable meal'

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Global casual dining chain Pizza Hut is aiming a 10 per cent rise in footfalls in its outlets across India in the next three months with the introduction of a new concept where meals start at Rs 99 per person.

The company is introducing 'Magic Times' special meals at all its restaurants with the options for 'Meal for Two' and 'Meal for Four' for "providing affordable casual dining".

The new concept is part of the company's three year transformation strategy involving investment of Rs 100 crore in the Indian market with targets to



boost sales by 25 percent.

"We achieved the first part of the strategy with introduction of our enhanced dining concept and giving a new look to our restaurants and menu. The new 'Magic Times' concept is aimed at creating a permanent value layer to make it affordable for more customers," Pizza Hut Di-

rector for Marketing Anup Jain said.

He said the company is aiming for a 10 per cent hike in footfalls at its stores by end of December, up from the average footfall of 75,000 per day at present.

Under the new concept, it would offer pan pizza three veg-

etarian and two non-vegetarian - with garlic bread and Pepsi at price range of Rs 198 (for two) and Rs 396 (for four).

"This is a way of enabling the 35 per cent Indians who eat out once a quarter a way out of inflationary pressure. This new offering would be the restaurant industry's replication of FMCG's sachet concept," Jain said.

Pizza Hut is also launching a television commercial to compliment the foray into the permanent value layer segment.

The company reported a sales turnover of USD 70 million in the country, around 7 per cent of the USD 1 billion branded eating-out market, according to industry experts.