

Pitch

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PIZZA HUT

An ITALIAN rendezvous

WARM LIGHTS, EARTHY TONES AND comfort perfected with some of the best Italian wonders. No, we aren't referring to some over-priced Italian delicacies but their much-loved food delight, the pizzas. Yes, pizzas have taken the desi palates by a sheer surprise, much to the delight to the market leader that Pizza Hut India is.

The Yum Brands Inc-led Pizza Hut has surely come a long way by successfully spreading the pizza mania in the country. Its popularity is evident from the way how Pizza hut has reached a hefty No 9 slot in the Pitch-IMRB International Top 50 Service Brands Survey.

"It is a pleasure to know that we've made a mark and stand out in the minds of our customers. Pizza Hut focuses on casual dining and has always been looking to find ways to elevate the brand experience for our customers," smiles its marketing head Anup Jain.

Pizza Hut made its way to the country in June 1996 by opening its first outlet in the Garden City. After making a mark with the foreign taste, it tried to localise its offering to suit the Indian taste buds

Rank

9

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—ANUP JAIN



and the result was the Tandoori range of pizzas for the quintessential desi spice lovers. This drive still continues with its recent full-Punjabi menu, informs Jain.

"Rounding off the enhanced casual dining experience, a vastly expanded menu has been introduced, which includes gastronomical delights with pastas, appetizers, specialty beverages and much more," Jain informs. Its innovation and localisation drive did not end there. It went ahead with purely vegetarian dine-ins at Chowpatty in Mumbai, Ahmedabad and Surat. That apart, it opened two all-vegetarian outlets in Gujarat to cater to the Jains.

Yum Brands is the world's largest casual dining restaurant chain with over 12,500 outlets spread in 91 countries. Its pan-India presence is set to get a boost with its recent Rs 50-crore expansion to add 30 more stores to its existing 137 across 36 cities. In the next three years,

it plans to invest Rs 100 crore more in expansion. With this, it is aiming at a 25 percent increase in sales. Pizza Hut enjoys 27 percent share of the domestic eating-out market.

All its marketing initiatives are aimed at targeting every consumer segment. After winning over children and college students with its Rs 75-pizzas through its 'Treat you can't beat' campaign, the brand now wants to get away with its 'fast food delivery chain' image and don a new look as a 'casual dine-in' restaurant, and hence is targeting every consumer segment. But Jain says that implementing this transformation is a new battle yet to be won.

"Key marketing challenges for us is to strengthen the leadership that the brand has achieved over time. Our recent initiative is a step in the same direction," concludes Jain. ■

—By Vandana Vasudevan

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