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New Delhi, Jan 26 (IANS) Popular comedian Cyrus Broacha, the man who won a million hearts with his goofy act in MTV's 'Bakra', has forayed into acting with Kunal Vijaykar's upcoming movie 'Fruit 'n' Nut'.

He plays a glamorous sex icon in the movie.

Cyrus, who was in the capital to launch Pizza Hut's new range of pizzas, told IANS: 'I am playing the role of a glamorous sex icon in 'Fruit 'n' Nut'. It is a ridiculous movie - full of fun and senseless comedy.'

The film, co-starring Boman Irani, Mahesh Manjrekar and Dia Mirza, is due for release April 18 and will also mark the directorial debut of Cyrus' friend Kunal Vijaykar.

On his decision to appear in a film, Cyrus said he hates to stagnate and likes to be involved in a number of things.

'Being Cyrus is being an escapist,' he quipped and added that he loves to do whatever comes his way. He said he would not be surprised if he decided to don the director's hat five to six years from now.

Between mouthfuls of the Ring O' Garlic pizzas at the launch, Cyrus said he didn't like diet food and proudly claimed that his perfect health mantra was to 'eat, sleep and ban all health shows'.

Cyrus, who recently displayed his dancing skill in Sony TV's 'Jhalak Dikhla Ja 2', was clad in 1970s disco regalia and danced to the tunes of Bappi Lahiri's 'I am a Disco Dancer' at the launch.

Regarding the dance competition, Cyrus, who is happily married, said: "Jhalak Dikhla Ja 2' was the second worst experience of my life, the first being my marriage!"

'The competition demanded three to four hours of practice each day. Often, we used to keep practising a line over and over due to which it was never possible to actually enjoy dancing,' he added.

Has he continued dancing thereafter?

'No more dancing for me,' he said. On a more serious note, Cyrus added, 'I do enjoy dancing at home after gulping a drink or two, but not in public for fear of being laughed at.'

Funny Cyrus now plays sex icon in film

IANS

Saturday, January 26, 2008 17:43 IST

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DNA

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Sify.com

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Saturday, 26 January , 2008, 09:30

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A pizza where you can binge on rings too!

Are you one of those who abandon the pizza crust while feasting only on the toppings? This could be a thing of past as Pizza Hut launched its new range of Ring O' Garlic pizzas in the presence of indomitable funny man Cyrus Broacha in the capital Thursday.



Commenting on the launch, Anup Jain, marketing director of Pizza Hut, said: "Our experience has shown that while customers relish the pizza base and toppings, they find the outer crusts

too bland. With the Ring O' Garlic range, we are adding flavour to the crust to ensure that the consumers will not only enjoy the crust, but might just start eating the pizza crust inwards."

The Ring O' Garlic range of pizzas has a tad of garlic and parsley on the base and the crust is a ring of butter and garlic along with another sprinkle of parsley to make it a succulent meal for the consumers.

A new television campaign - featuring music director Bappi Lahiri making his advertising debut - has been produced to launch the new range.

"The TV commercial will be on air from the coming week," Jain announced at the launch.

As a take-off from the advertisement, Cyrus was dressed as Bappi and danced to his popular "I am a Disco Dancer" at the launch.

"Ring O' Garlic is like love - it gets better with time, (as you gradually eat it) until you marry it," Cyrus quipped at the launch.

While binging on the pizzas at the launch, Cyrus said, "The garlic and herb topped crust is simply divine and I can vouch that people are going to be torn between which side of the pizza to begin eating from - the crust or the base."

Pizza Hut will be introducing 11 creative topping combinations for their new range of pizzas that will be available in medium and large sizes.

The pizzas will be priced at a starting range of Rs.125 for a medium vegetarian pizza as against Rs.180 for a medium non-vegetarian pizza and will be available across all Pizza Hut outlets.



Pizza Hut announces the Ring O' Garlic range of pizzas

New Delhi, January 24, 2008

Pizza Hut, the leader in casual dining, today kicked off the New Year with the launch of the Ring O' Garlic range of pizzas. The Ring O' Garlic range of pizzas not only has a wonderful smattering of garlic and parsley on the base, the piece-de-resistance is the crust which is a ring of butter and garlic along with another generous sprinkle of parsley. The scrumptious crust promises every customer a happy ending at Pizza Hut. The Ring O' Garlic fiesta was launched by irreverent, funny man Cyrus Broacha and Marketing Director, Anup Jain.

To more than complement the delicious crust and innovative garlic and parsley base, Pizza Hut will be introducing 11 creative and tasty topping combinations for this special range of pizzas. The range is available in medium and large size pizzas, priced at Rs.125/- for vegetarian and Rs.180/- for non-vegetarian for medium pizzas. The toppings include five vegetarian and six non-vegetarian toppings such as Grill O' Delight, O' Spicy Veggie, Peppy O' Chicken and many other lip-smacking choices.

Commenting on the Ring O' Garlic launch, Mr. Anup Jain, Marketing Director Indian Subcontinent Yum! Restaurants International said, "As the leader in casual dining, it is our continuous endeavour to create new products for our consumers. Our experience has shown that while customers relish the pizza base and topping, they find most pizza outer crusts too bland. With the Ring O' Garlic range we are adding flavour to the crust to ensure that the consumers will not only enjoy the crust, but might just start eating the pizza crust-inwards. With this new spiced up crust, customers can be ensured of a happy ending."

The Ring O' Garlic launch is supported by a 360 degree marketing campaign which includes a new television campaign, press and outdoor advertisements and internet marketing support. The new television campaign which will be on air from the coming week, will find great recall with viewers owing to the wonderfully humourous tone it has adopted and also the fact that this is the first time that Bappi Lahiri will be seen in an advertisement.

As a take-off from the advertisement and as a tribute to Bappi Lahiri, Cyrus Broacha was outfitted in Seventies disco regalia for the launch. Cyrus Broacha made the event highly entertaining with his trademark humour and obvious fondness for the Ring O' Garlic range of pizzas. Cyrus Broacha said, "I have always been a great fan of Pizza Hut and I'm sure that it's more than obvious from my healthy girth that their pizzas are a mainstay of my diet. The garlic and herb topping on the crust is simply divine and I can vouch that people are going to be torn between which side of the pizza to begin eating from - the crust or the base. Simply put, garlic never tasted so good before".

The new Ring O Garlic range of pizzas will be available across all Pizza Hut outlets and can also be ordered at home for the next three months.

Headlines India

Pizza Hut launches new range of Pizzas to meet the market taste

New Delhi: Are you one of those who abandon the pizza crust while feasting only on the toppings? This could be a thing of past as Pizza Hut launched its new range of Ring O' Garlic pizzas in the presence of indomitable funny man Cyrus Broacha in the Capital today. Commenting on the launch, Anup Jain, marketing director of Pizza Hut, said: "Our experience has shown that while customers relish the pizza base and toppings, they find the outer crusts too bland. With the Ring O' Garlic range, we are adding flavour to the crust to ensure that the consumers will not only enjoy the crust, but might just start eating the pizza crust inwards."

The Ring O' Garlic range of pizzas has a tad of garlic and parsley on the base and the crust is a ring of butter and garlic along with another sprinkle of parsley to make it a succulent meal for the consumers.

A new television campaign - featuring music director Bappi Lahiri making his advertising debut - has been produced to launch the new range of pizzas. "The TV commercial will be on air from the coming week," Jain announced at the launch. As a take-off from the advertisement, Cyrus was dressed as Bappi and danced to his popular "I am a Disco Dancer" at the launch. "Ring O' Garlic is like love - it gets better with time, (as you gradually eat it) until you marry it," Cyrus quipped at the launch.

While binging on the pizzas at the launch, Cyrus said, "The garlic and herb topped crust is simply divine and I can vouch that people are going to be torn between which side of the pizza to begin eating from - the crust or the base."

Pizza Hut will also be introducing 11 creative topping combinations for their new range of pizzas that will be available in medium and large sizes. They will be priced at a starting range of Rs 125 for a medium vegetarian pizza as against Rs 180 for a medium non-vegetarian pizza and will be available across all Pizza Hut outlets.

Food & Beverage News

Pizza Hut launches its Ring O' Garlic range of pizzas

Our Bureau, Bangalore

Pizza Hut aims to target the youth with its range of Ring O' Garlic pizzas. The range of pizzas not only has garlic and parsley on the base, but a thick and crisp in the crust. Pizza Hut has 11 creative and tasty topping combinations for the Ring O' Garlic range. The toppings include five vegetarian and six non-vegetarian like Grill O' Delight, O' Spicy Veggie, Peppy O' Chicken to name a few.

It is available in medium and large size. It is priced at Rs 125 for vegetarian and Rs 180 for non-vegetarian for medium pizzas.

"As the leader in casual dining, it is our continuous endeavour to create new products for our consumers. Our experience has shown that while customers relish the pizza base and topping, they find most pizza outer crusts too bland. With the Ring O' Garlic range we are adding flavour to the crust to ensure that the consumers will not only enjoy the crust, but might just start eating the pizza crust-inwards. With this new spiced up crust, customers can be ensured of a happy ending," stated Anup Jain, marketing director Indian Subcontinent Yum! Restaurants International.

The Ring O' Garlic launch is supported by a 360 degree marketing campaign which includes a new television campaign, press and outdoor advertisements and internet marketing support.

The new Ring O' Garlic range of pizzas will be available across all Pizza Hut outlets and can also be ordered at home for the next three months.

The Ring O' Garlic fiesta was launched by Cyrus Broacha, the TV personality and Pizza Hut Marketing Director, Anup Jain.

Hospitalitybizindia.com

Pizza Hut launches Ring O' Garlic range of pizzas

Wednesday, January 30, 2008, 13:00 Hrs [IST]

By HBI Staff | Bengaluru

Pizza Hut has launched the Ring O' Garlic range of pizzas. It will be available across all Pizza Hut outlets or can be ordered at home, for the next three months.

The chain has introduced 11 topping combinations for this range of pizzas. The toppings include five vegetarian and six non-vegetarian toppings; for example, Grill O' Delight, O' Spicy Veggie and Peppy O' Chicken. The pizzas have a garlic and parsley base and a butter and garlic crust, along with another sprinkle of parsley.

The Ring O' Garlic fiesta was launched by Cyrus Broacha and Anup Jain, Marketing Director-Indian Subcontinent, Yum! Restaurants International. The range is available in medium and large size pizzas, priced at Rs 125 for vegetarian and Rs 180 for non-vegetarian medium pizzas.

The company endeavours to create new products for the consumers. The chain's experience has shown that while customers relish the pizza base and topping, they find most pizza outer crusts too bland. "With the Ring O' Garlic range, we are adding flavour to the crust to ensure that the consumers will not only enjoy the crust, but might just start eating the pizza crust-inwards," says Jain.

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It is a video of the event