

THE ECONOMIC TIMES

# Pizza Hut, Big Mac & Nirula's moot steps to boost footfalls

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NEW DELHI

AS INFLATION impacts consumer spends, leading restaurant chains—Pizza Hut, McDonald's and Nirula's—are taking pre-emptive measures to avoid any decline in footfalls. They are doing this by way of makeover or strategy shift. Take the case of Nirula's. The chain has spent Rs 30 crore on a facelift and will now be offering low-priced meals to attract new customers. Pizza Hut is spending around Rs 50 crore to transform the brand with new look and improved menu. Similarly, McDonald's, which has positioned itself as a mass brand, is now eyeing higher profits through premium offerings.

Pizza Hut has launched an 'enhanced dine-in' concept in the casual dining segment for the first time in India. Moving from its 'treat you can't beat' plank that aimed at providing entertaining experience, the food chain now wants to encourage people to spend quality time in the restaurant reflected through the new tagline 'Stories Happen'.

With this brand transformation—new logo, change in ambience inspired by the sights and sounds in a premium Parisian café—the company hopes to tide over inflationary conditions by straddling a wider consumer audience. "While we want to challenge 'up-market' eateries through our ambience and hospitality that gives a premium touch, the variety and prices would at-



## FOOD COURT

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tract middle-class families looking for dining in options," says Pizza Hut marketing head Anup Jain.

Though it will continue its value offerings and introduce some more like Rs 99 per head full-meal options (in Bangalore), pizza store hopes to garner higher returns from the dining-in option. Doubling their menu, it would now also offer pastas such as Florentine Fettucine, Arabiatta Farfalle, chicken and fish fingers, blended drinks such as Pink Grapefruit Sparkle, Hazelnut and Coffee, among others.

Meanwhile, Delhi-based chain Nirula's is going for a facelift to change the way people have known it till now. Known for selling 'quality and variety' targeting upper class and middle class, it will add affordability in its menu. "Middle class is already feeling the pinch because of inflation so we would not like to add to their burden," says Nirula's

senior vice-president (marketing and sales) Sudipta Sen Gupta. "We are going strong on our value for money options to reach out the middle class." Also, the look and the feel of the outlets is being changed to suit the changes along with design makeovers for the packaging material stressing on their utility value. McDonald's has now tweaked its strategy to improve profitability and capture higher volumes. Whenever there have been high inflationary trends, people tend to shift their eating-out preferences from fine-dining and casual dining to quick service restaurant format and McDonald's is the leader in that segment, says McDonald's India MD and JV partner Vikram Bakshi. "However, we are keen to drive our profitability, we look to sustain and build through new premium products in the market."

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