



## Jessica's shadow!

**L**ara Dutta will soon be seen in a red hot avatar for the Indian adaptation of Pizza Hut's famous American campaign promoting Cheesy Bites — the company's global best-selling pizza, now available in India. American singer, actress and television personality Jessica Simpson was seen in a series of hugely successful Cheesy Bites commercials when this initiative was launched in the US.

"The Cheesy Bites ad is totally fun, just like the pizza which you can twist, pull and pop. I am aware of the success that the campaign had in the US and I hope it is even more successful here in India", said Lara.

HTC