

# THE KOLKATA AGE

In Jessica's shoes: Lara Dutta adds oomph to the Indian adaptation of Pizza Hut campaign made famous by Jessica Simpson. The actress 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, Simpson was seen in a series of hugely successful *Cheesy Bites* commercials, when this initiative was launched in the US. Just like the international ad, the Indian film opens in a Pizza Hut restaurant with a teenager having dinner with his friends and placing an order for the new *Cheesy Bites* pizza. To his surprise, Lara Dutta is his server, the role made famous by Jessica Simpson.



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