



## This festive season, Pizza Hut brings the family closer with 'Magic Times'

*Enjoy a full meal at just Rs. 99/- per person at a Pizza Hut near you*

New Delhi, October 2008: This festive season, Pizza Hut, your favourite casual dining restaurant introduces *Magic Times*, for those magical outings together with the family. Pizza Hut brings you an affordable option of a full meal starting at just Rs.99 per person. Stories happen over great food and this value for money offering at Pizza Hut gives you more reasons to celebrate even the smallest occasions in life.

The *Magic Times 'Specials'* consist of a 'Meal for 2' and a 'Meal for 4' option where you can choose your favourite personal pan pizza from three vegetarian and two non-vegetarian choices, along with garlic bread and a Pepsi to wash it all down. These two specials are priced at Rs.198 and Rs.396, respectively with same pricing for both vegetarian and non-vegetarian options. *Magic Times* is available across all Pizza Hut restaurants nationwide.

Speaking about *Magic Times*, Anup Jain, Marketing Director - Pizza Hut, said, "Pizza Hut has always believed in bringing the family together by providing a memorable dining experience. With growing inflationary pressures, our *Magic Times* offerings will enable families celebrate this festive season in the same spirit without worrying about the prices". He added, "Through *Magic Times* we hope to give families more reasons to spend quality time over great food at very affordable prices and make *Stories Happen* with us at Pizza hut".

The new initiative is supported by an on-air advertising campaign that shows a young girl who is happy because her father takes the family out to Pizza Hut more often now, thanks to *Magic Times*. Therefore, the TVC that went on air on October 8 ends with the line, "*Kar de Papa ko change*", reflecting the essence of family bonding over food. The new advertisement also carries the new Pizza Hut tagline '*Stories Happen*', which captures the spirit of Pizza Hut as a place where people bond, forge strong relationships and create good memories while sharing great food.

### **About Pizza Hut:**

An international brand with an Indian heart, Pizza Hut is the leading casual dining restaurant in India. Pizza Hut made its foray into India with a restaurant in Bangalore in June 1996 and was the first international restaurant chain to enter this category and can be credited with pioneering the pizza market in India. Its great tasting pizzas and trademark dining experience have made it possible for the company to register a double-digit growth and scale up its presence to its current size. With a 27 per cent market share of the eating-out market and over 70,000 footfalls per day across the country, Pizza Hut is geared to provide diners with the ideal place to build memories and relationships over delicious food.

Pizza Hut is one of the flagship brands of Yum! Brands, Inc., which also has KFC, Taco Bell, A&W and Long John Silver's under its umbrella. Pizza Hut is the world's largest casual dining restaurant chain with over 12,500 restaurants across 91 countries. In India, Pizza Hut has 140 restaurants across 34 cities.



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