



## Pizza Hut's new TVC celebrates the Punjabi spirit

New Delhi, August 2008: Pizza Hut, the leader in casual dining has introduced *Full Punjabi*, a tempting range of pizzas with toppings inspired by the cuisine of Punjab. The Full Punjabi range offers an extra-load of authentic Punjabi toppings including four delicious non-vegetarian and vegetarian pizzas.



As part of its advertising campaign on *Full Punjabi*, Pizza Hut has launched a new television commercial. The storyline is based on a group of young executives who are at Pizza Hut for their lady boss' farewell. One guy has a secret crush on the boss but is hesitant to express his feelings to her. The essence of the campaign is captured by the line '*Itne dil khol ke toppings, ki dil khul jaaye*'. It brings alive the lavish spread of toppings on the *Full Punjabi* pizzas in keeping with the Punjabi spirit of indulgence and large heartedness and the Punjabi flavours which makes people open up and speak their heart out to each other in true Punjabi style.



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. The television commercial which went on air recently is expected to have a good recall with viewers with its humorous tone.

Speaking about the launch of the *Full Punjabi* range, Anup Jain, Marketing Director, Pizza Hut, said, "*Pizza Hut is a global brand with an Indian heart. Through the Full Punjabi range we offer an unbeatable combination of quintessential Indian flavours with the same great Pizza Hut taste and quality*".

*"Our new TVC celebrates the Punjabi spirit and narrates a story that everyone can relate to. It truly captures the essence of our new tagline - Stories Happen"*, he added about the campaign.



The *Full Punjabi* range of pizzas includes lip smacking toppings such as *Kadai Chicken*, *Murg Mussalam*, *Amritsari Paneer*, *Chatkila Chaat* and *Kadai Paneer*. The pizzas are available in medium and large size. To wash down these scrumptious toppings, one can choose from three refreshing new drinks - *Aam Panna*, *Red Orange* and *Mango Delight* which are guaranteed to keep one cool in the summer heat. The *Full Punjabi* range of pizzas is available across all Pizza Hut outlets.

#### TVC Details:

Duration: 30 seconds  
Language: Hindi, English and Punjabi  
Creative Agency: JWT  
Production House: Keroscene  
Director: Rajesh Saathi

#### 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 and 139 stores across 35 cities in India.

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