

Pizza Hut announces the Ring O' Garlic range of pizzas *Cyrus Broacha sinks his teeth into the latest selection of pizzas*

New Delhi, January 24th, 2008: Pizza Hut, the leader in casual dining, today kicked off the New Year with the launch of the **Ring O' Garlic** range of pizzas. The Ring O' Garlic range of pizzas not only has a wonderful smattering of garlic and parsley on the base, the piece-de-resistance is the crust which is a ring of butter and garlic along with another generous sprinkle of parsley. The scrumptious crust promises every customer a happy ending at Pizza Hut. The Ring O' Garlic fiesta was launched by irreverent, funny man Cyrus Broacha and Marketing Director, Anup Jain.

To more than complement the delicious crust and innovative garlic and parsley base, Pizza Hut will be introducing 11 creative and tasty topping combinations for this special range of pizzas. The range is available in medium and large size pizzas, the pricing starts at Rs.125/- for vegetarian and Rs.180/- for non-vegetarian for medium pizzas. The toppings include five vegetarian and six non-vegetarian toppings such as Grill O' Delight, O' Spicy Veggie, Peppy O' Chicken and many other lip-smacking choices.

Commenting on the Ring O' Garlic launch, **Mr. Anup Jain, Marketing Director Indian Subcontinent Yum! Restaurants International** said, "As the leader in casual dining, it is our continuous endeavour to create new products for our consumers. Our experience has shown that while customers relish the pizza base and topping, they find most pizza outer crusts too bland. With the **Ring O' Garlic** range we are adding flavour to the crust to ensure that the consumers will not only enjoy the crust, but might just start eating the pizza crust-inwards. And with this new spiced up crust, customers can be ensured of a happy ending."

The Ring O' Garlic launch is supported by a 360 degree marketing campaign which includes a new television campaign, press and outdoor advertisements and internet marketing support. The new television campaign which will be on air from the coming week, will find great recall with viewers owing to the wonderfully humourous tone it has adopted and also the fact that this is the first time that Bappi Lahiri will be seen in an advertisement.

As a take-off from the advertisement and as a tribute to Bappi Lahiri, Cyrus Broacha was outfitted in Seventies disco regalia for the launch. Cyrus Broacha made the event highly entertaining with his trademark humour and obvious fondness for the Ring O' Garlic range of pizzas. **Cyrus Broacha** said, "I have always been a great fan of Pizza Hut and I'm sure that it's

more than obvious from my healthy girth that their pizzas are a mainstay of my diet. The garlic and parsley topping on the crust is simply divine and I can vouch that people are going to be torn between which side of the pizza to begin eating from - the crust or the base. Simply put, garlic never tasted so good before".

The new Ring O' Garlic range of pizzas will be available across all Pizza Hut outlets and can also be ordered at home for the next three months.

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 create an ideal eating out experience for its patrons.

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 pizza chain with over 12,500 restaurants across 91 countries.

In India, Pizza Hut has 136 restaurants across 35 cities, including Delhi, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad, Pune, and Chandigarh amongst others. Yum! is in the process of opening Pizza Hut restaurants at many more locations to service a larger customer base across the country.

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