

Pizza Hut launches an aggressive campaign for the Cricket World Cup

- invests 3 crores in free meals

~ 99 meals free in each restaurant every day, once a batsman crosses 99 runs! ~

Delhi, February, 2011: As the cricket fever grips the entire nation, Pizza Hut, the world's leading affordable casual dining restaurant in association with Pepsi - the official beverage partner of the ICC Cricket World Cup, is all set to met make the 2011 ICC Cricket World Cup an unforgettable experience for its fans. As a part of this aggressive campaign 99 free Magic Times meals comprising of a Pan pizza, garlic bread and a Pepsi will be given out for free at all 120 Pizza Hut dine-in restaurants whenever a batsman crosses the first 99 runs of the day. The campaign will be promoted on social media site Facebook, a platform where Pizza Hut continues to remain the biggest restaurant brand in the country.

Pizza Hut
presents
ICC Cricket World Cup Fever
99 Magic Times meals FREE everyday
Once a batsman crosses 99 runs!
Log on to www.facebook.com/pizzahutcelebrations

REGISTER NOW

CHANGE THE GAME **PEPSI**
PEPSI CONTAINS NO FRUIT. CONTAINS CAFFEINE. CONTAINS ADDED FLAVOUR.

Become our fan on Facebook
<http://www.facebook.com/pizzahutcelebrations>

Limited time offer. Available in dine-in only. Terms & Conditions apply.

To be a part of the World Cup fever & enjoy FREE Magic Times meal with Pizza Hut register on the "Pizza Hut Celebrations" page on Facebook at <http://www.facebook.com/pizzahutcelebrations> and participate in the promotion on all match days before a batsman crossed 99 runs. Once a batsman crosses 99 runs in a single match, participants can print a voucher to avail a free meal in any Pizza Hut restaurant in the country.



Speaking about the special world cup promotion, Anup Jain, Director Marketing, Pizza Hut India said *“Cricket is like a religion in our country and no other sport attracts millions of Indian fans like cricket does. The cricket world cup gives us a platform to connect with the youth of the country and as a part of our largest promotion around cricket, we will invest an estimated INR 3 cr in FREE meals for this campaign. With 99 meals free every day, in every Pizza Hut, once a batsman crosses 99, we do expect a rise in footfalls at our restaurants across the country during the world cup.”*

The current 8 lakh and growing list of Pizza Hut fans on Facebook can also get live score updates on the “Pizza Hut Celebrations page”. The contest will run through the entire 2011 Cricket World Cup.

About Pizza Hut:

Pizza Hut is the world’s leading affordable casual dining restaurant brand. Pizza Hut made its foray into India with a restaurant in Bangalore in June 1996 and was the first international restaurant chain to pioneer this category in India. It is widely credited with building ‘pizzas’ as a main course option in India.

The restaurant brand offers an exciting menu consisting of its signature pizzas, appetizers, pastas, desserts and beverages. Its trademark dining experience has been recognized by Brand Equity to make it the ‘Most Trusted Food Brand’ for 6 years in a row. With over 50,000 footfalls per day across the country, Pizza Hut is the perfect place to celebrate any occasion in life, small or big.

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 affordable casual dining restaurant chain with over 13,200 restaurants across 97 countries. In India, Pizza Hut has 120 dining restaurants across 34 cities

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