



Pizza Hut introduces the Full Punjabi range of pizzas

*Lip-smacking flavours of Punjab now available at your nearest Pizza Hut outlet*

New Delhi, August 5, 2008: Fancy a trip to Punjab, but just don't have the time? Now the flavours of Punjab are closer than you thought. Pizza Hut, the leader in casual dining has introduced **Full Punjabi**, a tempting range of pizzas with extra loaded 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.

The **Full Punjabi** range of pizzas include, 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 with prices starting at Rs. 160 for a medium pizza. To wash down these scrumptious toppings, you can choose from three refreshing new drinks - Aam Panna, Tangy Orange, and Mango Delight which are guaranteed to keep you cool in the summer heat. The Full Punjabi range of pizzas will be available across all Pizza Hut outlets and can also be ordered at home for the next three months.

Speaking about the launch of the '**Full Punjabi**' range, Mr. Milind Pant, Chief Marketing Officer, Yum! Restaurants, Indian Subcontinent, 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 great Pizza Hut taste and quality. We are confident that our new pizzas will appeal to a variety of tastes and palates."

The '**Full Punjabi**' initiative is supported by an advertising campaign which includes television and radio commercials along with outdoor advertising. The television commercial which went on air on July 18, 2008 will have good recall with viewers with its humorous tone. The essence of the campaign is captured by the line "Itne dil khol ke toppings ki dil khul jaaye" which celebrates not just the lavish toppings on the Full Punjabi pizzas in keeping with the Punjabi spirit of indulgence and large heartedness but also the shared experience of enjoying a pizza which makes people open up to each other and brings them together. 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 and 139 stores across 35 cities in India.

**For further information, please contact:**

Genesis Burson-Marsteller

Anuradha Agnihotri / Ashna Sridhar

[anuradha.agnihotri@bm.com](mailto:anuradha.agnihotri@bm.com) / [ashna.sridhar@bm.com](mailto:ashna.sridhar@bm.com)

09873156873 / 09999690905