

**It's an all new experience at Pizza Hut!**  
**Come with your friends & experience a new enhanced décor, expanded menu  
and create new memories**

*Mumbai becomes the first city to experience the all new Pizza Hut at Juhu, Tara Road  
Buddies Kunal Kapoor & Lara Dutta unveil the new look & share their memories over great food at Pizza Hut*

**Mumbai, July 16, 2008:** Your favourite Pizza Hut now gives you more reasons to get together with friends. At a launch party held in the city today to celebrate the brand's transformation, Pizza Hut unveiled an all new enhanced experience that includes a new upgraded décor, expanded menu and a new logo and tagline. The Juhu-Tara Road restaurant will be the first Pizza Hut to offer the new experience to customers. The new Pizza Hut logo and tagline, "Stories happen" were revealed at the launch party by great friends, Lara Dutta and Kunal Kapoor who brought alive the essence of the brand by regaling old and new friends present at the launch, with wonderful memories of their shared moments at Pizza Hut.

The all new Pizza Hut experience is the brand's latest initiative to give the growing young population of India a place to go that is casual and affordable yet international with local appeal. Speaking at the unveiling, Mr. Niren Chaudhary, Managing Director, Yum! Restaurants India said, *"Young Indians are not necessarily looking for just fast food or fine dining options. In fact, evolved young diners are today looking for places that will be extensions of their own comfort zones and homes, where they can get together with friends and families, relax, talk and have fun over good food that does not pinch their wallet. Pizza Hut fits perfectly in this casual dining space and provides the perfect setting and mood for great relationships to be formed over good food"*.

The new Pizza Hut offers a comfortable and attractive new décor which makes it the ideal place to 'hangout' with close friends. The décor includes comfortable sofas in warm tones, attractive wall facades and as a total step away from tradition - no overt branding. There is also a vast new menu to tantalize your taste buds including a wide range of vegetarian and non-vegetarian appetizers such as jalapeño poppers, chicken and seafood platters and sesame chicken amongst other mouth watering offerings. Delicacies in the main course include a sensational variety of exotic pastas such as *Florentine Fettucine* and *Arabiatta Farfalle*, to name a couple of the many new dishes. There is also a range of pizzas in a variety of different bases such as thin crust and a variety of new toppings. To quench your thirst there are refreshing drinks like the *Pink Grapefruit Sparkle* and *Hazelnut and Coffee Rendezvous* amongst others.

Friends Lara Dutta and Kunal Kapoor mingled with old and new friends at the party and shared moments they have spent at Pizza Hut and expressed their joy to be a part of the celebrations of the new Pizza Hut experience. Lara Dutta said, "I have very happy memories of the times spent bonding with my friends over the delicious food here and am proud and excited to be present with my dear friend Kunal as our old

favourite re-opens in a brand new avatar.” Good friend and fellow star, Kunal Kapoor added, “When it comes to sharing good times with friends, the Juhu Pizza Hut has definitely been one of my favourite haunts over the past few years. Much as I loved the old Pizza Hut, I’m even more excited about the new experience at Pizza Hut with its cool new décor and the mouth watering menu. I’m definitely going to be spending time with friends like Lara here and I’m sure we’ll see all of you here often as well.”

The Pizza Hut at Juhu-Tara Road has a special place in the hearts of many Mumbaikars. Over the years many of the young kids who dreamt and shared their aspirations with friends here have now become big stars. It is indeed a place where memories have been created. Pizza Hut has embarked on an exhilarating new journey in India beginning with the Juhu restaurant and looks forward to creating exciting new stories together with its customers, even as globally the brand celebrates its 50<sup>th</sup> anniversary. Beginning with the Juhu restaurant, Pizza Hut will soon be rolling out the all new Pizza Hut experience across its restaurants in different parts of the country.