



Pizza Hut introduces 'Weekday Special'- three course meal @ an unbelievable price of just Rs 99 per person



New Delhi, April 2011: World's leading affordable casual dining restaurant, **Pizza Hut** introduces its latest offering - 'Weekday Special', a mouth watering promotion aimed at giving teenagers a chance to create their own three course meal from an assortment of appetizers, refreshing beverages and main course which will include your favorite Pizzas & Pastas, all of this at just **Rs. 99 per person**. The promotion is all about offering large variety of delectable food at great value. The national campaign which will be aggressively promoted through television and social media platform Facebook will further reinforce the brand's promise of giving the consumers an exclusive dine-in experience at an unbelievably affordable price.



“Weekday special” promises to be a delectable culinary treat for both vegetarians and non-vegetarians with an array of options to choose from such as garlic bread, potato wedges, masala lemonade, fresh lime soda, all time favorite Pan Pizzas and Italian inspired pastas - spice veggie, margherita, zesty chicken, spicy tomato with smoked chicken pasta to name a few. There is also an exciting option of upgrading the beverage to a mocktail and add side orders at an equally affordable price.

Pizza Hut fans can now visit any of the 120 Pizza Hut dine-in restaurant across the country from Monday to Friday between 11:00 a.m. to 11:00 p.m. and avail this attractive promotion.

Speaking about the campaign Sandeep Kataria, CMO at Yum! Restaurants said *“Being an affordable casual dining restaurant, Pizza Hut will reinforce the brand promise of affordability through the latest campaign of Weekdays Special. College teens prefer eating out almost every day through the week. They are always on a lookout for the most economic deals which give them large quantity of food and wide variety to choose from without compromising on the quality. Considering that they have to survive on a very low allowance through the week, our Weekdays Special will give them just what they were looking for at just Rs. 99 per person without making a hole in their pocket. The price point of our promotion will definitely attract them to have a good time with their friends at their nearest Pizza Hut dine-in restaurant”*

Connect with the Pizza Hut fans on Facebook page and avail exciting offers on Weekdays Special. To access the fanpage, please [Click Here](#)

#### **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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