

Pizza Hut plans 60-70 more outlets

Our Bureau

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Pizza Hut, one of the brands under Yum! Brands Inc, hopes to open 60-70 more outlets in the country in three years.

There are currently 135 Pizza Hut outlets across 34 cities such as Delhi, Mumbai, Bangalore, Chennai, Kolkata and Pune. On whether the company would enter new cities, Mr Anup Jain, Marketing Director, Pizza Hut Indian Subcontinent, said: "We think there is enough growth in the existing

cities. We will open more outlets in the cities we are already present in. South India is an important market for us with explosive growth coming from this region."

FOOD FESTIVAL

He was speaking on the sidelines of the Pizza Hut World Food Fest which began today in the city. The food fest serves cuisines from Russia, Italy, China, India, US, Lebanon and Mexico such as Mexican tortillas, Russian apple salad and Ar-

abic chicken pizza.

The three-month food fest will be rolled out to other cities as well. It has already begun in New Delhi.

Pizza Hut claims to have about 27 per cent share in the Rs 1,000-crore branded eating out market. Pizza Hut has 12,500 outlets across 91 countries. Globally, Yum! Brands is worth \$9 billion. It has 34,000 restaurants under various brands - namely Pizza Hut, KFC, Taco Bell, A&W and Long John Silver's.