

Yum to launch 75 Pizza Hut stores by 2010

BANGALORE: Yum Restaurants International, the parent of Pizza Hut fast food chain, plans to launch 60-75 stores by 2010, excluding the express outlets in India. Currently, it operates 134 restaurants across 34 cities. "Pizza Hut accounts for 27% of the over Rs 1,000-crore eating-out market in India with over 70,000 footfalls per day across the country," said Pizza Hut marketing director Anup Jain. Pizza Hut is unveiling a World Food Festival across its outlets. Besides Pizza Hut, Yum International runs the KFC chain in India. Internationally, it also operates All American Food, Long John Silvers and Taco Bell food chains.