



Yum! scenario

Kentucky Fried Chicken, Pizza Hut, All American Food, Long John Silver and Taco Bell... together they make Yum! Foods the largest restaurant company in India. And the pie is getting bigger. Pizza Hut, which has a 27% market share in its category, is growing at 20-25 outlets per year and will have about 200 outlets in the country by 2010 in comparison to the present strength of 134 in 34 cities, said Anil Malhotra, director, Yum! Foods at the Retail Brand 2007 Summit. KFC is gaining traction since re-launch in 2003. The outlets now number 28 in 10 cities. About 30 outlets will open every year and Yum! itself is investing in KFC stores. The key, says Malhotra, is localisation — be it menu or marketing.