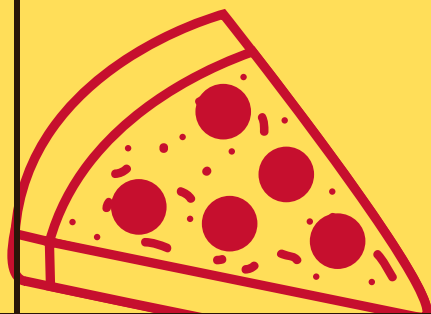




How Valuedesign Boosted Sales Growth of
India's Top Dining and QSR Brand

SUCCESS STORY OF PIZZA HUT





PIZZA HUT – DELIVERING CUISINES THAT TICKLE INDIAN PALATE

Pizza Hut is one of the most famous multinational food chains that have captured the hearts and minds of millions of people worldwide, including India.

Known for delivering premium quality and delectable taste in no time, Pizza Hut has now more than 950 outlets across India.



ANALYSIS OF INDIA'S DINING, QSR, AND RESTAURANT MARKET

1. The QSR market experienced 17.27% growth during 2016–2020 and is expected to reach INR 827.63 Billion by 2025.

: India Quick Service Restaurant (QSR) Market

2. India's Quick Service Restaurants Market is estimated to be USD 690.21 Million in 2022 and is expected to reach USD 1069.3 Million by 2027, growing at a CAGR of 9.15%.

: India Quick Service Restaurants Market

3. In FY 2020, chain QSRs held the highest market share (~54.2%) in India's overall QSR market.

: Quick Service Restaurant (QSR) Market

FACTORS THAT DRIVE DINING, RESTAURANT, AND QSR MARKET GROWTH

- Fast and convenient order placement
- Growing demand for home delivery options
- Changing consumer behavior
- More consumers willing to splurge on food
- Increasing income levels
- Lifestyle changes
- Rising trend of Instagram food blogging and vlogging





BUSINESS REQUIREMENTS

Pizza Hut was looking forward to increasing its brand penetration in the Indian market and boosting sales, increasing footfall, and attracting new customers by launching Gift Cards.

The brand also aimed to establish its presence across India – the country where the majority of people are more habitual of home-cooked meals and going to food stalls to satiate their hunger pangs.

The prime goal of Pizza Hut in India is to encourage more engagement of Indian folks with the brand and become a go-to pizza brand for Indian food lovers.

CHALLENGES



- Attract more millennials who are more willing to spend on experiences. In addition to fast delivery, smooth service, and convenience, they also love the freedom of customization and choices.
- Providing occasional discounts and deals has been an old strategy among QSR operators; however, it isn't something that retains customers for longer.
- Making Indian customers associate food with brands because, when it comes to eating out, most people in Tier-2 and Tier-3 cities don't mind brands at all.
- Building customer loyalty when food options can be found at every nook and corner in most cities across India



SERVICES

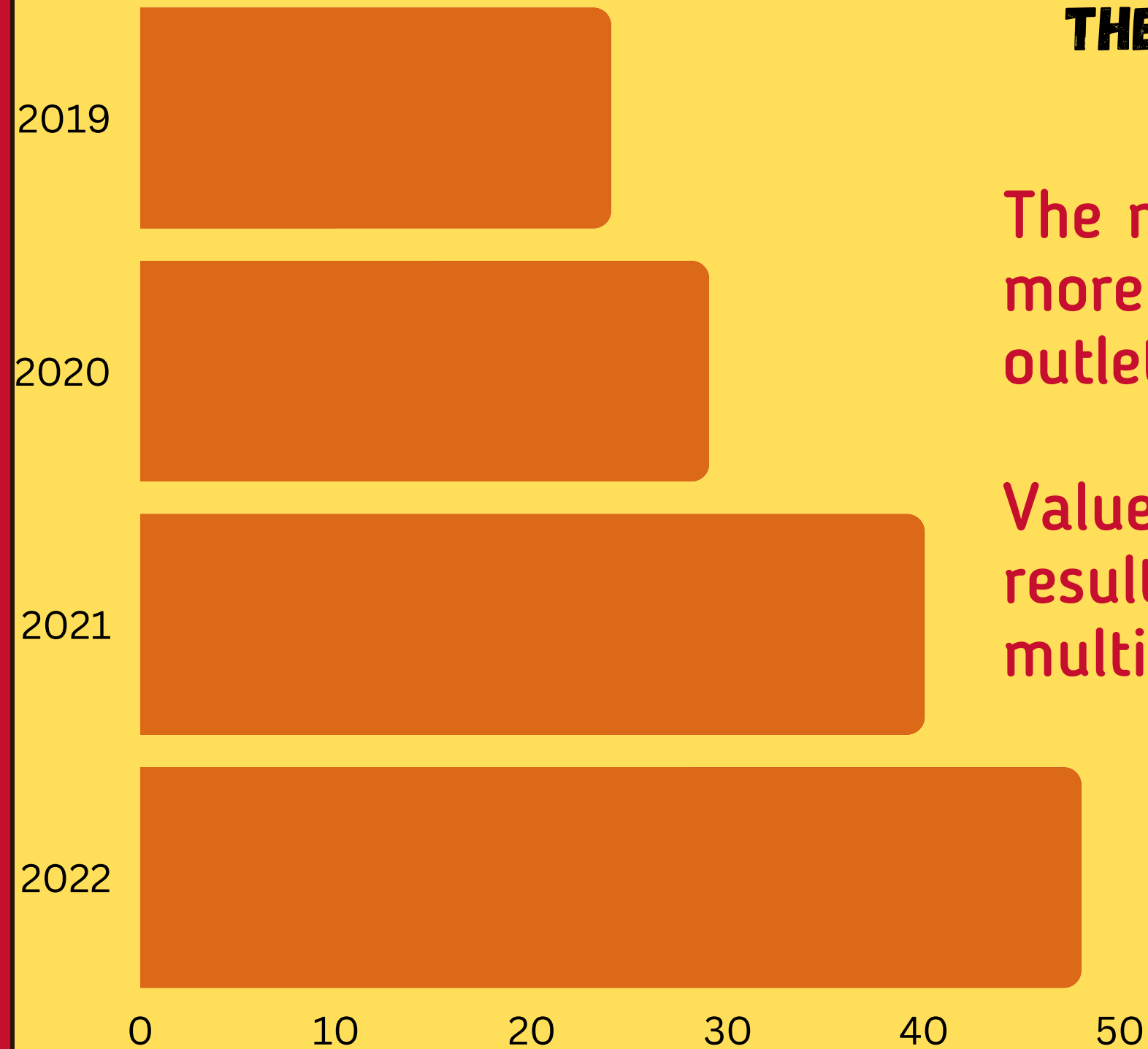


OUR SOLUTIONS

- *Valuedesign approached and partnered with Pizza Hut in 2012. Valuedesign is now the sole player in managing all of its owned and franchise stores across India.*
- *In the beginning, Valuedesign did intensive research and analysis to assess the current demand, QSR marketing trends, and consumer expectations for Pizza Hut.*
- *Valuedesign began Pizza Hut Gift Card Processing in 2012 and then started distributing their Gift Cards in 2019 to drive more growth in engagement and sales and increase new customers while retaining the existing ones.*
- *In 2022, Valuedesign also started Gift Card Processing for Pizza Hut for Nepal operation managed by Devyani International Limited - the largest Pizza Hut Franchisee in India.*



AFTER THE LAUNCH OF PIZZA HUT GIFT CARDS, THE SALES OF THE BRAND INCREASED DRAMATICALLY.



The number of Pizza Hut outlets across India has more than doubled in 2022 as it has now 957 outlets in India.

Valuedesign's partnership with Pizza Hut has resulted in enormous sales growth for this multinational brand.



OUR ACHIEVEMENTS



- ✓ *Increased Brand Accessibility*
- ✓ *Increased Ease of Order and Convenience*
- ✓ *Higher Brand Exposure to an Indian audience*
- ✓ *Increased Sales Growth of the Brand*
- ✓ *Improved Customer Experience*
- ✓ *More willingness to try Western food options*

Valuedesign has achieved milestones in terms of Gift Card campaigns and continues to promote the brand and boost Pizza Hut sales through Gift Card Programs.



VALUEDESIGN GIFT CARD PROGRAMS FOR PIZZA HUT RESULTED IN:

- More excitement for the brand*
- Stimulating a Pizza party culture*
- Fast and cashless payment*
- Ease of upselling food items and combos*

The Gift Card Program powered by Valuedesign increases dining and QSR brand's profits by multiple times. Plus, it also offers an amazing way to keep existing customers happy and attract new ones at the same time.





THANK YOU



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