

'We will shape India's eating-out market'

Anshul Dhamija | TNN

Last week, **Graham Allan**, president of **Yum! Restaurants International (YRI)**, a subsidiary of **Yum! Brands** that owns the brands **Pizza Hut** and **KFC**, stopped by in **Bangalore** on the eve of the launch in **India** of **Taco Bell**, its restaurant chain serving **Mexican-style food**. **Allan**, who is in charge of the more than **12,000** restaurants outside the **US** and **China** Division, spoke exclusively to **TOI** during the visit.

Yum operates 36,000 restaurants across the world. How different is it to operate your 240 restaurants in India as compared to those in other world markets?

The core of the restaurant market internationally is young people. India is home to over a billion people, 60% of who are under 30, with the median age being under 25. Hence, it has a strong eating out market. The issue in India up until now is that, the \$65 billion eating out market has mainly been dominated and still is by the unbranded sector. The branded market only constitutes 2% of that total eating out market. But we expect that 2% to climb significantly in the next few years, and we intend to be part of that growth story and shape that growth story.

Don't you think street food has a major role to play in the dominance of the unbranded eating out space, considering a large part of the populace still can't afford to eat one square meal a day?

Yes. But what we think is going to happen over the next 20 years and beyond is that the branded restaurant share of the eating out market is going to dramatically increase right across the emerging world. And the growth is going to be spurred by the middle class. The World Bank says that there will be another 2 billion people added to the middle class by 2030, of which 90% of the growth would in emerging markets.

You speak of shaping the growth story of the branded eating out market. Can you explain that?

India is a key part of our growth story. Right now, relative to our total size it's obviously small. But we see unlimited potential here. We see **Pizza Hut** and **KFC** doing extremely well and we are very optimistic about the future potential of **Taco Bell**. We have committed to getting to 1,000 restaurants by 2015, and will be investing \$100 million. We are building both equity stores and franchise stores. Our franchise partners will be investing over \$100 million. Our hope is that we can make India a market



Graham Allan, president of Yum! Restaurants International, at the Taco Bell outlet in Bangalore last week

spicy bond, and the fact that Indians living in the US and those who travel to the US, live on Mexican food, what took you so long to bring Taco Bell to India?

I do get told often about this India-Mexico link. However, as a group we decided to take **Taco Bell** international, outside of **US**, only 3 years ago. In specific to **India**, we decided to prioritize our other brands **Pizza Hut** and **KFC**, based on their success in other international markets. Besides, we needed time to put in place our supply chains, which is not easy in **India**.

Taco Bell's pricing is said to be 15% lower than that of your other two brands. Is that an entry strategy?

Taco Bell's success around the world is derived largely from two things. One is quality and the unique nature of its food, but the second thing is it is a very affordable brand, even in the **United States**. It competes very aggressively on value, very affordable and very accessible.

You have had to create special vegetarian items for the Indian market across your brands. Considering that the western world has started to embrace vegetarianism, will you export the Indian veg items to the West?

Yes, I think a lot of that can happen. One of the advantages of having a business that covers 120 countries is that we get good ideas in all those countries. And one of the things we pride ourselves on doing is making sure that good innovations in one country find their way in to other markets.

What kinds of innovations are happening?

In **Pizza Hut**, we introduced a range of pasta options in to the dine-in menu. **Now pasta** is relatively an unfamiliar food to most **Indian** consumers. So what we have done is to combine **Italian** pasta with **Indian** flavors and **Indian** sauces, which is an unusual thing to do. We are seeing a lot of consumers opt for this product and love it. This product category has already taken up a significant portion of the menu. In **KFC** we are going to introduce newer products, particularly **vegetarian** but also **rice** based products, and other products particularly those at the **spicy** end of the spectrum that appeal to **Indian** consumers.

What's the possibility of Yum starting a restaurant chain that's based on Indian cuisine?

Most of us love **Indian** cuisine and we think **Indian** cuisine could have applications in many other markets. There are some markets today, particularly the **UK**, where **Indian** cuisine is extremely popular. We would love to one day look at having an **Indian** quick service restaurant concept, something that we could apply in other markets.

that one day looks like **China**, where we have 3,500 restaurants. We are opening 500 restaurants a year in **China**.

What are the challenges you see in India, compared to China?

You have got a **vegetarian** population of 35%, which obviously means you have to have a **strong** **vegetarian** appeal, and **unique** appeal. Besides, you have relatively high **rental** economics relative to the price that people can afford to pay. So the **unit** economics is more of a challenge here in **India** than in **China**. Then there are **infrastructure** issues in **India**. The hardest thing here is getting the **supply** chain right. Given the high quality standards that we have for our brands, making sure that we can meet those quality at **affordable** price points is **difficult**.

Considering Mexican food and Indian food share a

EXECUTIVE DIGEST



DIAL FOR PROFIT: **Chang Xiaobing**-led **China Unicom** reported a 73% drop in full-year profit, missing estimates, on increased spending for 3G and lack of one-time gain

Bosch reaches settlement with union
The workers union at **Bosch's** Bangalore plant has reached an amicable settlement with the **Bosch** management and has assured 100% normalcy in production from **March 25**. In a joint statement to the press, the union president **N M Adyanthaya** and **Soumitra Bhattacharya**, senior VP, **Bosch**, said, "The settlement was reached after a long, but fruitful negotiation". However, the wage negotiation with the union of **Bosch Nagnathpura Plant** is still on and the settlement is expected soon, the release said.

Decore, a semi-conductor manufacturer, said it is planning to invest **Rs 1,100 crore** over five years for the development of a facility to make **nano** semiconductors, primarily used in **LED** lamps, in **India**. The company plans to hit the capital markets by 2013 with an **IPO** to fund its expansion programmes.

Lee Kun-hee on Wednesday returned as chairman of **Samsung Electronics**, **South Korea's** largest company announced, almost two years after he stepped down from the post under a cloud after being charged with tax evasion and breach of trust.

Adobe Systems has reported a 19% drop in its net income at \$127.2 million for the first quarter of this fiscal, while sales climbed in the same period. The company's revenue rose to \$858.7 million for the three-month period ending **March 5, 2010**, from \$786.4 million in the same quarter last fiscal.

JP Morgan Chase & Co, a global investment banker, is nearing a deal with the **Federal Deposit Insurance Corporation** that could result in a tax refund of \$1.4 billion, a media report said.

ArcelorMittal is learnt to have started relocating its staff based in **Odisha** to other operations, generating speculation that the move was a precursor to shelving of the steel project.

GOVERNMENT OF KARNATAKA
Executive Engineer,
WRD (Minor Irrigation)
Minor Irrigation Division Belgaum
Cancellation of Tender
E-Procurement tender invited for construction of Bridge cum Barrage across Kanavi halla near Upparatti village in Gokak Taluk, Belgaum District under Notification No: 3680/2008-09 Dated: 4-11-2009 cancelled.
VI 24310 DIP 2776

GOVERNMENT OF INDIA
DEPARTMENT OF SPACE
ISRO SATELLITE CENTRE
CONSTRUCTION & MAINTENANCE GROUP
Airport Road, Vimanapura Post, Bangalore - 560 017

CORRIGENDUM - I

| Name of the Work | Construction of Airship facility building (Sub-structure) at ISITE Campus, Marathahalli, Bangalore (Civil & PH Works) Item Rate Contract | Design, Fabrication, Supply and Erection of Airship facility using Pre-Engineered frame work building (i.e. Prefab Construction) at ISITE Campus, Marathahalli, Bangalore (Civil Works) Lumpsum Contract |
|------------------------|---|---|
| NIT No. | ISAC/C&MG/9C/2009-10 dated: 04.03.2010 (Published on 10.03.2010) | ISAC/C&MG/10C/2009-10 dated: 04.03.2010 (Published on 10.03.2010) |
| Approx. Estimated Cost | Rs. 15.00 Lakhs | Rs. 41.00 Lakhs |
| Sale Period | Extended upto 31.03.2010 | Extended upto 31.03.2010 |
| Due date of receipt | Extended Upto 16.00 hrs on 05.04.2010 | Extended Upto 16.00 hrs on 05.04.2010 |
| Date of Opening | Extended upto 11.00 hrs on 06.04.2010 | Extended upto 11.00 hrs on 06.04.2010 |

All other details of NIT said above remain unaltered. Further details may be had from Group Head (Construction & Maintenance), ISRO Satellite Centre, Department of Space, Vimanapura, Bangalore - 560 017 / ISITE Campus, Marathahalli Ring Road, Bangalore - 560 037 and also from website : www.isro.gov.in
Sd/- Group Head (C&MG), ISAC

PUBLIC NOTICE

Our Client intends to purchase the Transferable Development Rights issued by Bangalore Mahanagar Palike under Development Right Certificates ("DRC") morefully described in the schedule 'A' hereunder ["Schedule A Property"] in the name of **M/s. Sadupadsha Vidyalaya Trust**, having its registered office at No. 28/1, Hennur Road, Kalyana Nagar, P.O. Bangalore-560 043 (Owner/Holder). The said DRC's have been issued in lieu of surrendering of the lands morefully described in the Schedule 'B' hereunder.

The Owner has represented that apart from three separate Agreements all dated 17/03/2010 entered into with **PG. Shenoy** (son of late V.G. Shenoy) residing at No. 202, HOYSALA DREAMS, No. 2, Seenappa Layout, R.M.V 2nd Stage, New BEL Road, Bangalore 560 094 (agreement holder), they have not entered into any other Agreement for transfer of said DRC's with anyone else and that agreement holder has no objection for the same.

If any body has any charge, lien, interest or title or claim or agreement on the Schedule 'A' and 'B' Property, they should come forth with copies of documents in support of such claim and produce the same to the undersigned within 7 days from the date of publication of this notice. In the event no such legally tenable claim is received, our Client shall proceed with the purchase of the Schedule A Property as if no such claims exist or that they have been waived or abandoned.

| Schedule A Property | Schedule B Property |
|--------------------------------|--|
| Sl. No. Certificate No. of DRC | Property details |
| 1. 021 | FAR credit of built up area in Sqmtrs. Sy No.20 of Hennur Village, Kasaba Hobli, Bangalore North Taluk. 2895 |
| 2. 022 | 7237.50 Sy No. 21 of Hennur Village, Kasaba Hobli, Bangalore North Taluk. 4825 |
| 3. 023 | 157.50 Sy No. 22 of Hennur Village, Kasaba Hobli, Bangalore North Taluk. 105 |

Signed/- **Ajesh Kumar S**, Advocate
AKS Law Associates, E 303-304 "Sunrise Chambers"
22, Ulsoor Road, Bangalore 560 042

24/03/2010
Bangalore

GOVERNMENT OF INDIA
DEPARTMENT OF SPACE
Construction & Maintenance Division, ISRO HQ,
LPSC Campus, 80 Ft. Road, HAL II Stage,
Bangalore - 08

BRIEF TENDER NOTICE

| | |
|--------------|--|
| Name of work | Construction of New Canteen building at LPSC, Bangalore (Civil & PH works) |
| NIT No. | CMD/ISRO HQ/C/09-2009-10 Dt.: 17.03.2010 |
| Est. Cost | Rs. 154.00 Lakhs |
| EMD | Rs. 3,08,000.00 |
| Sale Period | 01.04.2010 to 19.04.2010 |
| Phone No. | 080-25037-210/193 |

Detailed NIT available in www.isro.gov.in
Fax No. 080-25203763/25262389
Sd/- HEAD, CMD, ISRO HQ

महाराष्ट्र शासन
संचालनालय, वैद्यकीय शिक्षण आणि संशोधन, मुंबई
DIRECTORATE OF MEDICAL EDUCATION & RESEARCH
CET-CELL, Opp. Govt. Dental College & Hospital Building, St. George's Hospital Compound, Mumbai - 400 001.
Tel.No. +91-22-22620361 Ext : 317, 323 Telegram: "MEDUCATNSEARCH"
Fax: +91-22-22620562/22652168 Website: <http://www.dmer.org>

No.DMER/PGM-CET-2010/Admn.Process/Preference/Notification No.5/2-A, Date : 22th March 2010

NOTIFICATION
Admission Process of PGM-CET 2010 for Postgraduate MD/MS/Diploma Courses

The eligible candidates of PGM-CET-2010 Merit list are called for counseling and for filling preference form for admissions to Medical Postgraduate Courses for the academic year 2010-2011 as per the schedule given below: (Proxy shall not be allowed)

| Venue for process | Date | Day | Time | SML No. |
|--|------------|-----------|-----------|--------------|
| Grant Medical College, Byculla, Mumbai. | 29/03/2010 | Monday | 9.00 a.m. | 1 to 400 |
| | | | 2.00 p.m. | 401 to 800 |
| | 30/03/2010 | Tuesday | 9.00 a.m. | 801 to 1400 |
| (For candidates who appeared for PGM-CET-2010 exam at Mumbai) | 31/03/2010 | Wednesday | 2.00 p.m. | 1401 to 2000 |
| | | | 9.00 a.m. | 2001 to 3000 |
| | 01/04/2010 | Thursday | 2.00 p.m. | 3001 to 4000 |
| | | | 9.00 a.m. | 4001 to 5000 |
| • B. J. Medical College, Pune | 29/03/2010 | Monday | 2.00 p.m. | 5001 to 6264 |
| | | | 9.00 a.m. | 1 to 400 |
| • Govt. Medical College, Aurangabad | 30/03/2010 | Tuesday | 9.00 a.m. | 1 to 1000 |
| | | | 2.00 p.m. | 1001 to 2000 |
| • Govt. Medical College, Nagpur | 30/03/2010 | Tuesday | 9.00 a.m. | 2001 to 3200 |
| | | | 2.00 p.m. | 3201 to 4400 |
| (For candidates who appeared for PGM-CET-2010 exam at above respective exam centers) | 31/03/2010 | Wednesday | 9.00 a.m. | 4401 to 6264 |
| | | | 2.00 p.m. | 4401 to 6264 |

Instructions to Physically Handicap: Candidates who have claimed specified PH reservation should remain present on 29th March 2010, at the respective venue at 9.00 a.m. They can fill the Preference Form after their medical examination

Information brochure of Preference Form filling process contains information about process, subject and college codes, specimen copy of preference form, seat distribution etc. It will be made available to those candidates who are called for preference form filling and counseling at the offices of four divisional authorities (GMC-Mumbai, BJMC-Pune, GMC-Nagpur & GMC-Aurangabad). The candidates are requested to collect the same from these offices from 26th March 2010 by showing PGM-CET 2010 marksheet. This information brochure will also be available on DMER website "www.dmer.org" from 26th March 2010.

- Candidate should bring following documents/certificates:-
- 1) Original certificates and a set of attested photocopies as per procedure stated in PGM-CET-2010 information brochure.
 - 2) Candidate who has already taken admission elsewhere through AIEE 2010 / other PG admission process should bring the selection letter issued by DGHS / Admission Authority and a certificate from the Head of the Institution mentioning the list of Original Certificates retained by the Institute. Candidate will have to submit attested photocopies of all the documents.
 - 3) Candidate should bring black ink ballpoint pens, clipboard, HB pencil and eraser, Information brochure for Preference Form filling process, specimen copy of preference form and PGM-CET-2010 brochure.
- The selection list will be declared on **3rd April, 2010**. It will be displayed on the website and the offices of the four Divisional Authorities. The last date of joining and payment of fees at the selected college / institute is **10th April 2010**. Academic session will start from **2nd May 2010**.

Sd/-
Competent Authority & Director
Medical Education & Research, Mumbai

महाराष्ट्र शासन
संचालनालय, वैद्यकीय शिक्षण आणि संशोधन, मुंबई
DIRECTORATE OF MEDICAL EDUCATION & RESEARCH
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Tel. No. +91-22-22620361-65 Ext. 323 / 310 Telegram: "MEDUCATNSEARCH"
Fax: +91-22-22620562 / 22652168 Website: <http://www.dmer.org>

No. DMER/PGD-CET-2010/Notification No.4/Admission Process/2-A, Date: 22/3/2010

NOTIFICATION
PGD-CET-2010 - MDS Admissions

The following candidates of PGD-CET-2010 Merit list are called for counseling and filling preference form for admissions to Dental Postgraduate Courses for the academic year 2010-2011 on **Thursday, 01/04/2010 at 02.00 p.m.** at Government Dental College & Hospital, St. George's Hospital Compound, Near C.S.T., Mumbai - 400 001. (Proxy will not be permitted)

| Category | SML No. | Category | SML No. |
|----------------|-----------|----------|-----------|
| All candidates | 1 To 60 | NT1 | 61 To 272 |
| SC | 61 To 321 | NT2 | 61 To 286 |
| ST | 61 To 683 | NT3 | 61 To 329 |
| VJ | 61 To 515 | OBC | 61 To 146 |

Physically handicapped candidates SML No's :- 606, 671 and 976
All above PH candidates should report at Physiology Dept., Grant Medical College, Byculla, Mumbai on **Monday, 29th March 2010** along with original certificates and a set of attested photocopies as per information brochure as well as Physical Disability certificate issued by appropriate authorities along with two full size photograph exhibiting the disability to appear before the Medical Board constituted by Competent Authority.

Preference form information brochure containing information about the process, distribution of seats, subject and college combination code etc. will be available to the candidates from **Friday, 26/03/2010** and will be made available at GDC - Mumbai, BJMC - Pune, GDC - Nagpur & GDC - Aurangabad to those candidates who are called for preference form filling and counseling. In addition candidates are advised to download the same from DMER website (www.dmer.org) if needed.

Candidate should bring original certificates and a set of attested photocopies as per information brochure. Candidate who has already taken admission elsewhere through AIEE 2010 should bring the selection letter issued by DGHS, New Delhi / and certificate from the Head of the Institution mentioning the list of Original Certificates which are retained by the Institute.

Candidate should bring black ink ballpoint pens, clipboard, HB pencil and eraser, Information brochure of Preference system, specimen copy of preference form.

The selection list will be declared on **03/04/2010**. It will be displayed on the website and the notice board of the Govt. and Municipal Corporation Dental Colleges. The last date for joining and payment of fees will be **10/04/2010**. Academic session will start from **2nd May 2010**.

Sd/-
Competent Authority & Director
Medical Education & Research, Mumbai

SOUTH WESTERN RAILWAY
CHIEF COMMERCIAL MANAGER / PS / HUBLI

TENDER NOTICE No. C/518/PRS & UTS/AMC/Hardware - Date: 22-03-2010
Sealed open tenders are invited by the undersigned in respect of the following work upto 15.00 Hrs. on 28-04-2010.

| Sl. No. | Description of Work | Approximate Value in Rs. | Earnest Money Deposit in Rs. | | Cost of Tender Document in Rs. | |
|---------|---|--------------------------|------------------------------|---------|--------------------------------|--|
| | | | Deposit in Rs. | By Hand | By Post | |
| 1. | Tender for Comprehensive Annual Maintenance Contract for Maintenance of Passenger Reservation System & Unreserved Ticketing System of South Western Railway for the period of Two Years from the date of operation. | 35,73,276/- | 71,500/- | 3,375/- | 3,875/- | |

Note: (1) Only those service providers who have successfully completed Annual Maintenance Contracts for similar Passenger Reservation System (PRS) and Un-reserved Ticketing System (UTS) peripherals and Datacom equipments are eligible for submission of Tender. (2) The AMC hereunder cover corrective maintenance and free replacement of defective components in the equipments, excluding expendable item. (3) The Earnest Money Deposit mentioned against the above work shall be furnished in the form of Cash/DD. In case of DD it is to be issued by any Nationalized Bank, Scheduled Bank (approved by Reserve Bank of India in writing) drawn in favour of FA & CAO, South Western Railway, Hubli only. If the Tenderer desired to furnish cash deposit towards Earnest Money Deposit, they should deposit the amount in the **Divisional Cashier (Pay) South Western Railway, Hubli before 13.00 Hrs. on 27-04-2010** and obtain Money Receipt, which should be enclosed to the Tender. (4) For other details/terms and conditions, the Tenderers are advised to refer the Tender Documents. (5) The tender should be submitted in the prescribed form obtainable from the **Office of the Chief Commercial Manager's, 3rd Floor, Laxmi Balakrishna Square Complex, Station Road, Hubli-20** on payment towards cost of tender document as detailed above per tender document in person.

| Sl.No. | Description and Time | Date |
|--------|--|------------|
| i) | Last date of issue of tender schedules by post upto 13.00 hrs. | 21-04-2010 |
| ii) | Last date of issue of tender schedules by hand upto 13.00 hrs. | 27-04-2010 |
| iii) | Closing of Tender box at 15.00 hrs. on | 28-04-2010 |
| iv) | Opening of Tender box at 15.30 hrs. on | 28-04-2010 |

(7) The cost of Tender document should be remitted to the **Chief Cashier (Pay)/South Western Railway, Hubli or Divisional Cashier (Pay), South Western Railway, Hubli, Bangalore and Mysore** or any Station Master on South Western Railway and the Money Receipt so obtained should be submitted in original along with a letter of request to the **Chief Commercial Manager, 3rd Floor, Laxmi Balakrishna Square Complex, Station Road, Hubli-20** for issue of Tender documents. Direct payment to the undersigned in any form will not be entertained. (8) Tender document can be down loaded from South Western Railway web site www.southwesternrailway.in while submitting the Tender documents down loaded from the web site the cost towards the tender documents should be submitted in the form of Demand Draft issued by any Nationalized Bank in favour of FA & CAO, South Western Railway, Hubli have to be enclosed to the Tender document. In case the offer is not accompanied with a valid Demand Draft for the cost of Tender document as above the Tender will be summarily rejected. Only the original computer printout of the Tender documents down loaded from the website must be submitted. Photocopies are not acceptable. A tender submitted in photocopies of down loaded documents is liable to be rejected. If during the process of tender finalization it is detected that Tenderer has submitted tender documents after making any changes/additions/deletions in the tender documents down loaded from website, his offer will be summarily rejected and the earnest money deposited by the Tenderer shall be forfeited. (9) The tender documents are not transferable and cost of tender documents is also not transferable and cost of tender documents is not refundable. (10) Tender documents duly completed in all respects shall be deposited in the Tender box kept for the purpose at **Chief Commercial Manager's office, 3rd Floor, Laxmi Balakrishna Square Complex, Station Road, Hubli-580020** before the date and time indicated above. (11) If the date of tender opening by any chance happens to be a holiday the tender will be opened on the next working day at the stipulated time. (12) Tenderers should specially note that no back reference would be made with the Tenderers after opening of tender. (13) No responsibility will be taken for any delay in postal transit towards dispatch/receipt of tender forms by post.

Web site : www.southwesternrailway.in
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