



Change Edition



Quote



symbol lookup

Jump To

Channel:

YOU ARE HERE: [Home](#) > [News](#) > [Business](#) > Article

## INTERVIEW - Papa John's sees India as a growth market

Tue Jun 13, 2006 11:13 PM IST

[Printer Friendly](#)


NEW DELHI (Reuters) - Papa John's International, Inc., a U.S.-based pizza delivery chain, has named India one of six priority markets from where most of its growth will come as new markets discover deep pan dinners.

Rising salaries and a growing culture of eating out is helping India's 3-billion-rupee (\$65 billion) pizza sector grow by up to 20 percent a year.

### Top News

- ▶ [Protests mount against fuel price hike](#)
- ▶ [Rain washes out fourth day's play](#)
- ▶ [India to seek Chinese help to enter nuclear club](#)
- ▶ [Strike over mosque "desecration" shuts Srinagar](#)
- ▶ [Nepal frees Maoist rebels as fresh talks expected](#)

"Our goal in the next 10 years would be to get to 500 stores in India," Chief Executive Nick Travis said in an interview, up from only two at present.

"Dining out here is growing and clearly the affluent categories are growing very quickly and a lot of (disposable) money is spent on buying technological products, mobiles and on restaurants where we fit in."

"Indians like a lot of variety and as a food, pizza is very flexible."

Chain restaurants have less than 300 pizza outlets across the country, with the market led by Pizza Hut, which is owned by Yum Brands Inc. Pizza Corner and local brand Nirulas are other players in the sector.

[MORE](#) →

The Louisville, Kentucky-based firm has tailored its menu to local tastes and fixed its prices at a level that is either slightly lower or slightly higher than the competition, Travis said.

The firm has already appointed a franchisee for India's northern states, who will set up 100 stores in 11 years, and it is also planning deals for the southern and western regions.

"India is one of our six priority markets and most of our international growth will come from these markets," he said.

The other five are China, Russia, South Korea, Mexico and the U.K. At the moment nearly 5 percent of the company's revenue comes from international operations.

"Our vision in 10 years is that international operations will be much bigger than the United States business," he said.

The 22-year-old firm has nearly 2,650 outlets in the United States, and 2,924 across 22 countries. Travis said at least 100 more would be opened overseas in the next decade.

"India fits very strongly in our growth plans -- the delivery to sales ratio here is already bigger than China."

© Reuters 2006. All Rights Reserved.

### More Business News

- ▶ [Mittal Steel and Arcelor poised for bid talks](#)
- ▶ [Airbus announces fresh A380 delivery delays](#)
- ▶ [GM builds Russia plant as workers in Europe strike](#)
- ▶ [INTERVIEW - Papa John's sees India as a growth market](#)
- ▶ [ANALYSIS - India stocks rout, higher rates pose risk to growth](#)
- ▶ [U.S. stocks slip as PPI report adds to rate fears](#)
- ▶ [Hedge funds take the long-term view on India](#)
- ▶ [India's '06/07 growth to slow to 7.9 pct - thinktank](#)
- ▶ [Indian shares fall 4.4 pct to lowest in 6 months](#)

---

[MORE](#) →

---

[Help & Info](#) | [Contact Us](#) | [Advertise](#) | [Disclaimer](#) | [Copyright](#) | [Privacy](#) | [Partner Newspapers](#)  
[About Reuters](#) | [Products & Services](#) | [Customer Zone](#) | [Careers](#)