



History
 Founder: Glen Bell
 Franchised in 1964
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 Acquired by Yum! Brands

India
 • Population: 1.277 billion
 • Good GDP Growth
 • Decreasing Poverty Proportion
 • Increasing School Enrollments (2020/21)
 • Increasing Percentage of Water Availability
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Summary
 • Using Pizza, Flat and KFC as an advantage
 • Culture Demographic
 • Menu Innovation
 • Overall Quality

Taco Bell Sponsoring

 This day commemorates the nation's independence from the British Empire on August 15, 1947

Culture
 History of India
 • One of the oldest known civilizations
 • The 2nd most populated region in the world with 1.2 billion people
 • Language, religion, food and the arts are some of the most celebrated aspects of Indian culture.

Religion
 • 78% Hindu
 • 14% Muslim
 • 8% other

The Forbidden Foods
 • Meat (Cow)
 • Pork
 • Fish
 • Poultry
 • Eggs

Agenda
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 History
 India
 Competitors
 Culture
 Quality
 Marketing
 Recommendations
 Group Chat

Marketing
 Social Media
 Commercial Campaign
 Promo Giveaways
 Marketing Recommendations
 Content

Revolution Through Customization
 • Same Signature products
 • Build with The Option Bar
 "Fast First" Screenings
 • Add chili powder
 • Cheese
 • Toppings
 • Cakes



Thank You


Sources:
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*The Wowprime Corp.:
The Owner of Multiple
Restaurant Brands in
Taiwan*



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Taco Bell at a Glance

Mission Statement:
"We take pride in making the best Mexican style fast food providing fast, friendly, and accurate service."

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Target Market
6,000 Restaurants
Serves over 36+ million
consumers per week



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Expand on Bangalore

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- Tech savvy central, comparable to Silicon Valley
- One of the largest growing cities in India
- Population over 10 million

Competitors

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McDonald's

Domino's

Subway

Zum! Brands: Pizza Hut
& KFC

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Yum! Brands: Pizza Hut
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Duel Stores

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