



Press Release

To

News Editor / Business Editor / Feature Editor / City Editor

KFC & Transcom Foods Limited wins 3 awards at Yum! International

Dhaka February 1, 2010: Bangladesh received 3 awards from the world-renowned restaurant group Yum! Restaurants International. Amongst all the restaurants managed by Yum! Restaurants around the world, the awards “Developer of the Year”, “Running Great Restaurants” and the “Franchisee of the Year” went to KFC of Bangladesh and franchisee Transcom Foods Limited (TFL). The awards were declared at a gala function in Colombo, Sri Lanka recently.

KFC won in the categories “Developer of the Year”, “Running Great Restaurants” while the “Franchisee of the Year” award went to Transcom Foods Limited. Mr. Tarun Lal - CEO, Mr. Vinod Mahboobani - Vice President, Business Development and Mr. Niren Chowdhury, Managing Director – Indian Sub-continent of Yum! Restaurants (India) Pvt. Ltd. handed over the awards to Mr. Akku Chowdhury, Executive Director of TFL.

Mr. Akku Chowdhury said, “I am delighted and proud to receive the Yum! International awards on behalf of TFL. Every employee of KFC & TFL deserves credit for this achievement. Their passion and customer mania brought home this success. I would like to share this joyous moment with each one of them and all our customers without whose loyalty and support we would be nowhere. Moreover, I would like to also thank our customers - because all our effort is focused on delivering quality food and service of international standards to them.”

Notably, by opening the flagship restaurant in 2006, TFL brought KFC to Bangladesh for the first time. Transcom Foods Limited is a part of Bangladesh’s leading business group, Transcom. Besides KFC, Transcom Foods Limited is also the franchisee of the world famous fine-dine-in restaurant Pizza Hut in Bangladesh. It may be mentioned both Pizza Hut and KFC had been receiving many awards and recognition from Yum! Restaurants International since their inception. Recently Brand Forum awarded Pizza Hut the ‘Best Brand’ in the restaurant category.

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