



News Release

400, New Eskaton tastes Finger Lickin' Good!

Dhaka February 3, 2010: The best loved chicken of the world, KFC marked a place to delight the chicken lovers at 400 New Eskaton, Dhaka. KFC has become the most popular chicken restaurant in the world for not only because it is affordable but it is also cooked fresh and great tasting. One of the busiest places of Dhaka will now become the most happening place with KFC. To mark the occasion of KFC Eskaton launch, the celebrities of the entertainment industry like renowned models, singers, actors & actress and representatives from different print & electronics media were present.

KFC has been the place where around-the-year fun exists for all customers all over the world. The mouth watering chicken meals offered here leave the customers craving for more. The “finger lickin’ good”-ness is adored by people of all ages and tastes. KFC is now promising New Eskaton a satisfying eating experience as the international chain’s new outlet will provide a world-class ambience similar to KFC outlets across the globe.

“I am delighted to launch KFC at New Eskaton and I hope that our new outlet will add an extra appeal to the customers. Our vision is to be the highest quality of quick serving experience in Bangladesh, where friends and family can enjoy a great tasting recipe at affordable prices. I ensure the food lovers will enjoy our 11 secret spices recipe, first-rated services and over all outstanding dining experience.” said Mr. Akku Chowdhury, Executive director, Transcom Foods Ltd.

The celebrities were ecstatic about the new KFC outlet in New Eskaton. “We frequently visit New Eskaton and now we have a great reason to spend more time in this happening part of the city,” said the celebrities. They also expressed their joy and said, “We always prefer KFC whenever we want to have a chicken meal anywhere in the world.”

KFC is the international restaurant chain in Bangladesh opening its flagship outlet on September 06, 2006 at Gulshan. Besides KFC Eskaton, it has 4 outlets in Dhaka at Gulshan, Banani, Baily Road and Dhanmondi, and one in Chittagong at Lalkhan Bazar. Transcom Foods Limited - a subsidiary of Bangladesh’s leading business group Transcom operates KFC in Bangladesh. Besides KFC, Transcom Foods Limited is also the franchisee of Pizza Hut, which is the first ever-international restaurant chain that commenced business in the Bangladesh market.

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