

Nando's india launches an all new range

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INVC NEWS Bangalore, Nando's, the South African chain of restaurants serving the world-famous flame-grilled PERi-PERi chicken, has launched an exciting new Pulled Chicken product range at Rs.195. The new additions include Pulled Chicken & Paneer Tigela (Saucy vegetables on a bed of Nando's spicy rice), Pulled Chicken Burger, Pulled Chicken Pita and Pulled Chicken Wrap. Speaking on the launch, Shivani Sharma, GM Marketing, Nando's India said, "At Nando's we love to cater for everyone. We are confident that this new range will work well for younger people and help in drawing in newer customers. With the new Pulled Chicken range, the customer can enjoy the Nando's restaurant experience and signature flame grilled PERi-PERi chicken. This new range is exceptionally good value and carries all the promise of Nando's quality." The marketing campaign to announce this new range includes print, radio, digital and OOH media across 4 cities. The campaign will run PAN India till 10th December 2017. "Over the years there's been an increase in market size, disposable incomes, as well as rise in the number of dual income households coupled with greater incidence of eating out. This makes it the right time for us to open ourselves to a larger section of customers who can now enjoy the Nando's experience at a really attractive price point", Shivani Sharma, Nando's India added. Nando's opened four new restaurants earlier this year with more to come in the years ahead. Also, it now has an exciting new service model which makes customers feel at home while enjoying the Nando's experience, with unlimited refills of their favourite soft drinks, frozen yoghurt and famous PERi-PERi sauces.

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