

KFC Launches 5in1 Box

KFC launched a new 5-in-1 Box in Bangladesh recently. This box is a value proposition from KFC to make finger lickin' good food affordable and bring the brand closer to the masses.

The 5-in-1 box breaks the usual formation of 'meal' which consists of a main, one side and a drink. KFC adds one more side and a dessert and make it a 5 item meal. With 1 mixed rice, 1 piece (Hot & Crispy) chicken, 2 pieces Hot Wings, 1 Pepsi and a Snickers mini, this box is made extremely affordable at just Tk 275, inclusive of VAT.

Amit Dev Thapa, COO of Transcom Foods Ltd, the sole franchisee of KFC & Pizza Hut in Bangladesh, said, "This 5-in-1 meal box is the perfect choice for a complete, abundant meal with a variety of

tastes and textures. Consumers can now make a smart choice and indulge in a signature KFC meal." Some of the KFC favorites in Bangladesh include Hot and Crispy chicken, Chicken Zinger, Hot Wings, Rice Meals and the Krushers range of beverages, amongst others.

This 5-in-1 meal box is available in all 20 outlets of KFC in Dhaka, Sylhet and Cox's Bazar from July 18, 2017.

KFC Corporation, based in Louisville, Kentucky, is the world's most popular chicken restaurant chain with more than 19,000 KFC outlets in 130 countries and territories around the

world. KFC Corporation is a subsidiary of Yum! Brands, Inc. In Bangladesh, KFC offers this international experience in 20 restaurants across different cities.



'Friday Brunch' at Amari Dhaka

A 'brunch culture' exists in most modern cities around the world, with rising popularity. In celebration of such a comforting food culture, Amari Dhaka's signature restaurant Amaya Food Gallery has launched an exuberant 'Friday Brunch' on every Friday to offer just the right mixture of comfort food to stimulate the weekend feel.

This Friday Brunch features a crisp new menu with the grooviest items straight from the chef's kitchen. The dishes are prepared with fresh wholesome ingredients intended to provide a lively filling experience. From buttery crust breads, panini and muffins, to chilled seafood; from salads to an entourage of pastries; a special dimsum station to pasta, pizza, sushi-sashimi and tandoori

items -- the Friday Brunch can satisfy even the most cynical of food critics.

The menu depicts culinary adventures from distinct styles -- Thai, Japanese, Chinese and Indian. An abundance of cheese, butter, margarine and toasts creates an inviting ambiance for celebrating those late morning and early afternoon culinary delights. To top it all off, the cooks at the live cooking stations put on quite a mesmerising show as they display their cooking skills delivering mouth-watering pieces of culinary arts.

Friday Brunch will be available at Tk 1900++ per person. A 'buy1 get 1' offer is applicable for special bank card holders. Call for reservation: +880177770944



Ezzyr vehicle services app on the way

After Uber and Pathao, a new service called 'ezzyr' is ready to launch, moving the nation one-step closer to a Digital Bangladesh.

The international standard app brought to you by INNOVADEUS Pvt. Ltd will be test-launched this August. It will be easier to book a car, bike, or ambulance by installing just one app. Besides, one can have a vehicle waiting on one's doorstep for a long distance journey using its pre-reservation services.

Ezzyr is now available on Google Play Store, and will soon be available on iStore.

Ezzyr Director Kamrul Hassan Imon said, "We built this international standard app entirely with the help of our native developers and tech gigs. The last stage of development is in progress. It will commercially open its car and bike sharing services from this September. It will be launched in Chittagong and Sylhet later this year as well."

"We will be working on increasing the number of registered vehicles and users in the next two months. Our first registered members will always have some discounts throughout the year. If you search Google Play by typing ezzyr, you will find two versions of the app, one for its users, and

one for its vehicle owners," he added. Besides, one can register by logging in a computer at www.ezzyr.com.

If the vehicles keep moving in Dhaka city, it can reduce traffic congestion to some extent, and it can help people with no cars with a comfortable ride with their friends and family. Besides, we are expecting a huge response on bike due to its quick transportation."

On its competition, Hasan said, "Uber is a multinational and successful company running in 674 cities of 80 lands. They have their own policy and technology. We are focusing just on one city. We hope to satisfy our users here. Pathao started with courier services, and is successfully using their experience in bike sharing. They are local entrepreneurs as well. We won't be competing with each other, rather we can co-operate with each other by serving our people together."

Ezzyr will start its long distance travel pre-booking and ambulance services early next year. Its users can enjoy this service within 24 hours from the same app. INNOVADEUS Pvt. Ltd is a member of Basis and e-cab. It is successfully working as a software development, app development, digital marketing and ITes consultant.

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