

EXHIBIT 9: REVISED PRICES ACROSS ALL VEGETARIAN PRODUCT CATEGORIES

	Average price in category (INR)	Number of items in category	Lowest priced item in category (INR)	Highest priced item in category (INR)
Nachos	90.50	4	35.00	149.00
Tacos	41.67	6	25.00	65.00
Burritos	80.60	5	62.00	115.00
Desserts, Drinks, and Sides	35.50	10	10.00	59.00
Mexican Pizzas	89.00	1	89.00	89.00
Crunchwraps	105.00	2	105.00	105.00
Kathittos	79.00	1	79.00	79.00
Quesadillas	95.00	2	95.00	95.00
Chalupas	65.00	1	65.00	65.00
Zesty Rice Bowls	129.00	1	129.00	129.00

Source: Compiled from Taco Bell menu by case authors.

EXHIBIT 10: THE ONLINE FREECHARGE.IN CAMPAIGN

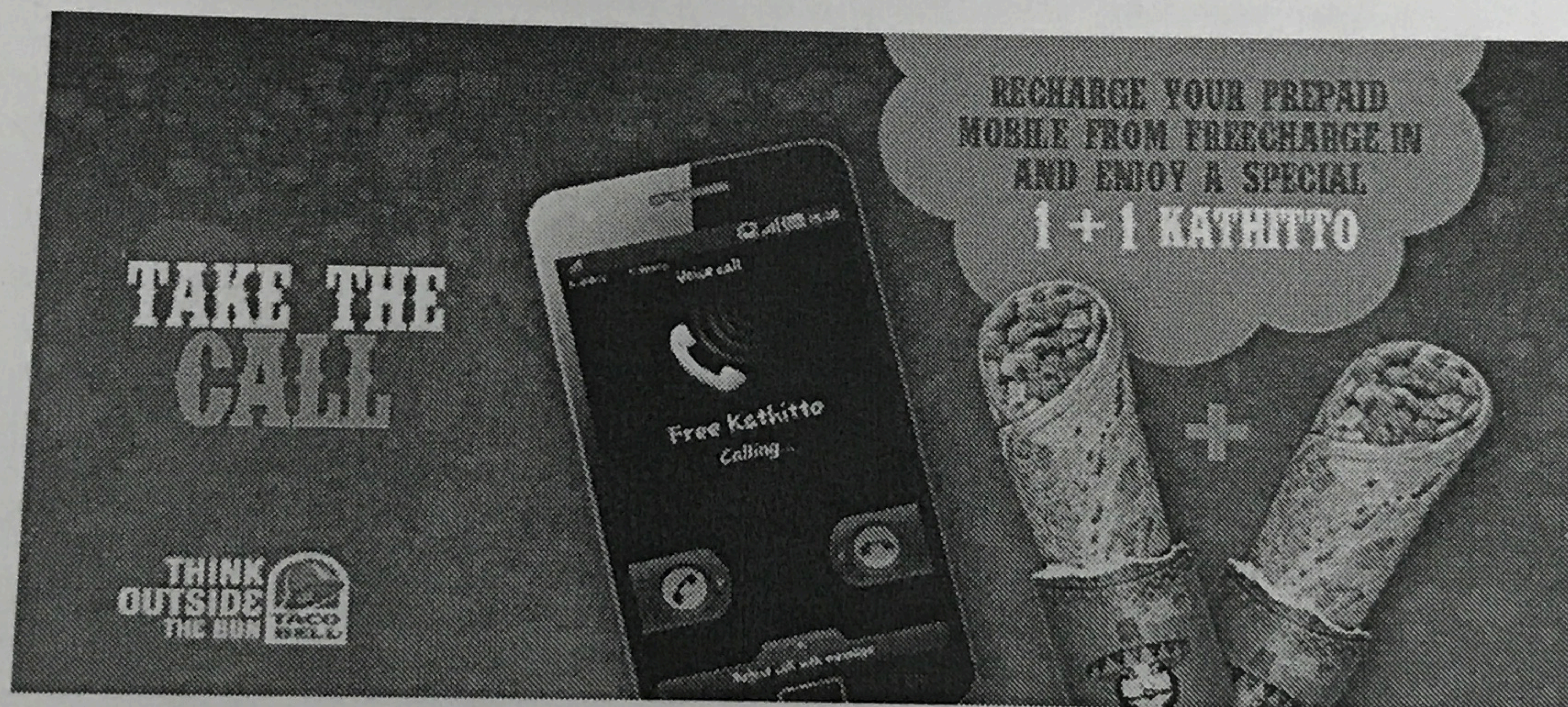
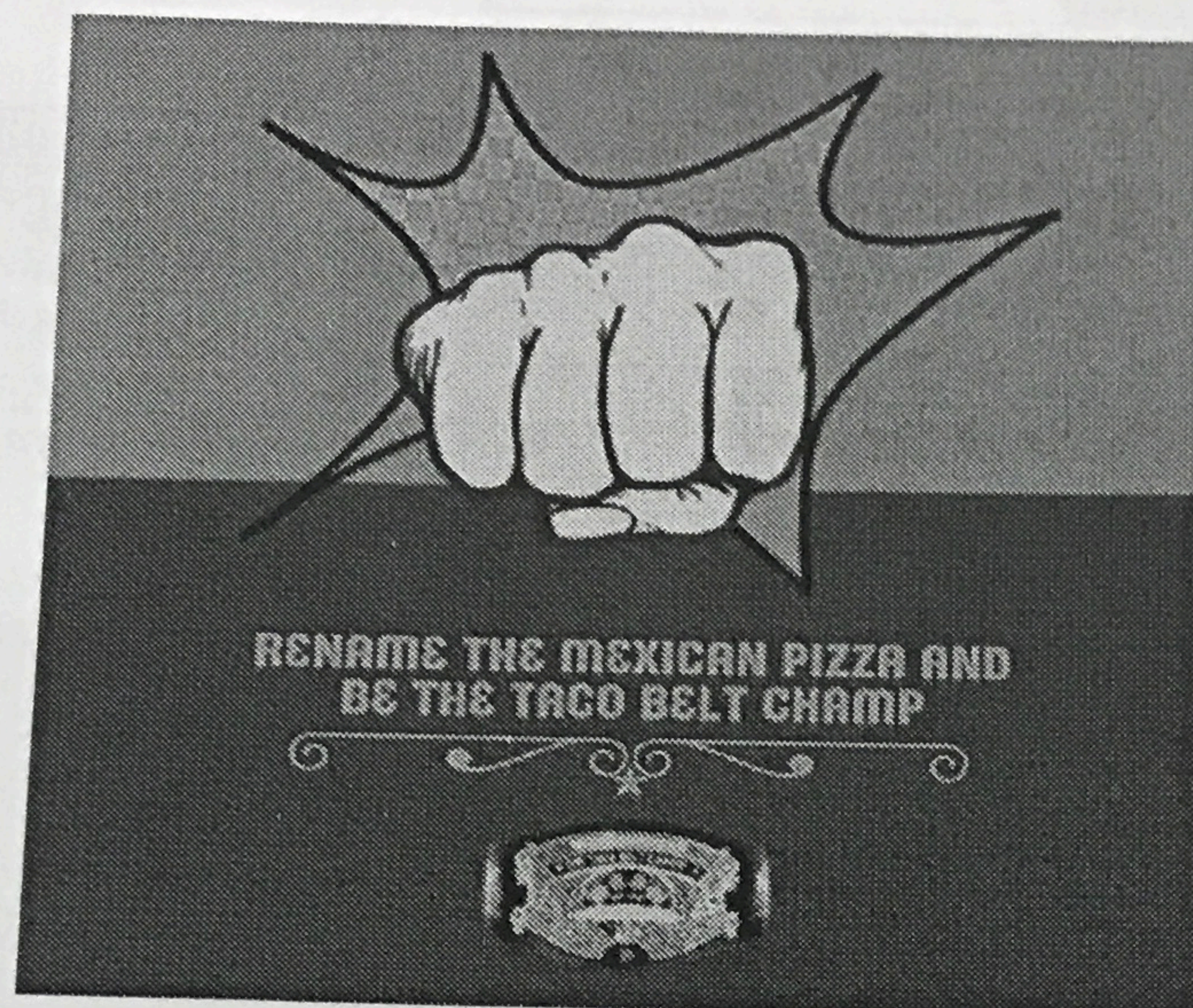
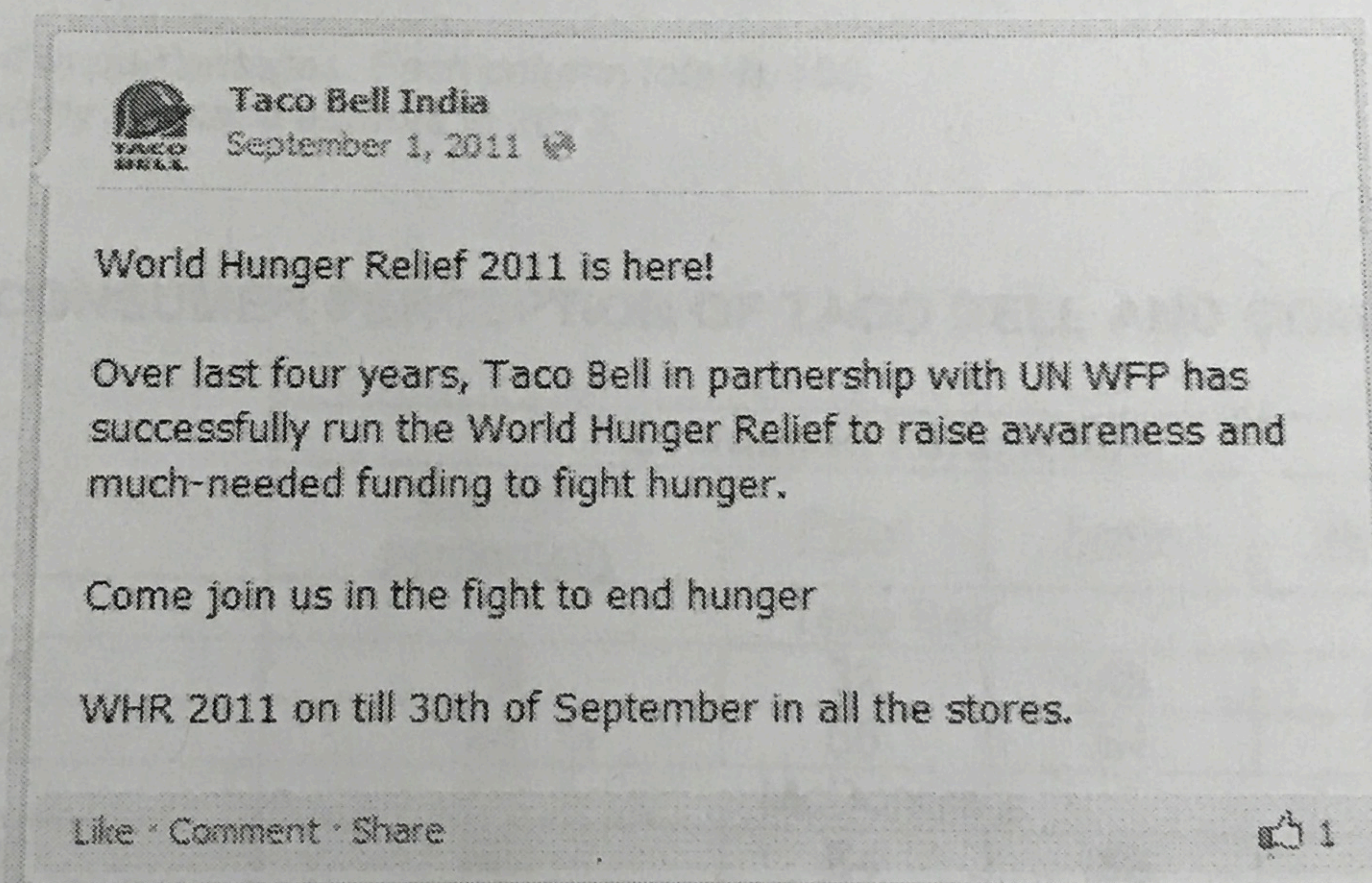


EXHIBIT 11: TACO BELL'S TACO BELT CHAMP AND IPL BET-A-TACO CAMPAIGNS

Source: Compiled from www.freecharge.in and Taco Bell India's Facebook page.

EXHIBIT 12: WORLD HUNGER RELIEF CAMPAIGN

Source: www.facebook.com/tacobellindia, accessed January 12, 2014.