



2010 Is A  
Year Of High  
Growth For Us

In a short period of time Yo! China has emerged as a formidable brand in the Chinese food segment. Last year, during the slow-down, Yo! China focused on brand building and adding value to its offering. And making most of the strategy, this year Yo! China is set to take up aggressive expansion.

**Ashish Kapoor**, managing director, Yo! China talks to **Vinod Behl** about their growth strategy and franchise opportunities. Excerpts..

