

PETA and KFC

August 8, 2003

Mr Sandeep Kohli
Tricon Restaurants International
3/B, DLF Corporate Park
'S' Block, Qutab Enclave
Phase-III Gurgaon-122 002
Haryana

Dear Mr Kohli,

Most people can sense when they aren't wanted somewhere, yet while all other KFC outlets in the country have closed their doors, you are still holding out. So we are telling you as nicely as we know how: Stop playing 'fowl'. Leave India.

How can you live with yourself, knowing that your suppliers cram thousands of chickens into filthy, windowless sheds; slam these gentle, intelligent birds into crates, bruising and breaking their wings and legs; slit open the throats of conscious animals and often scald birds alive?

Every bird you put into a box or bucket had a miserable life and a frightening death. Do you really want to be known as the only Indian representative of a cruel corporation that continues to contribute to the suffering of millions of chickens every year?

Moreover, today's consumers don't want unhealthy, animal-based food. I'm sure you know that animal products are high in fat and cholesterol and have been linked to heart disease, cancer, kidney disease, obesity and a host of other health risks. The World Health Organisation has estimated that by the year 2015, India will have 100 million heart patients – about 60 per cent of the world's heart patients. Serving meat is a health hazard and a liability. The SARS virus, salmonella, *E. coli*, lysteria and other pathogens are also associated with factory farming, which you support.

Why not close your cruel outlet down and do something worthwhile? Perhaps you could open a vegetarian restaurant. Vegetables, pulses, rice and bread have long been staples in India, and these foods are the best ingredients for a healthy diet. Among other health benefits, vegetarian diets have been shown to prevent and even reverse heart disease.



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS

Act now, or you will have to hang your head in shame forever.

Sincerely,

Anuradha Sawhney
Chief Functionary



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