```python
import os

FILENAME = "tasks.txt"

# Load tasks from file
def load_tasks():
    tasks = []
    if os.path.exists(FILENAME):
        with open(FILENAME, "r") as file:
            for line in file:
                task, due, priority = line.strip().split("|")
                tasks.append({
                    "task": task,
                    "due": due,
                    "priority": priority
                })
    return tasks

# Save tasks to file
def save_tasks(tasks):
    with open(FILENAME, "w") as file:
        for t in tasks:
            file.write(f"{t['task']}|{t['due']}|{t['priority']}\n")

# Add task
def add_task(tasks):
    task = input("Enter task name: ")
    due = input("Enter due date (DD-MM-YYYY): ")
    priority = input("Enter priority (High/Medium/Low): ")

    tasks.append({
```

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        "task": task,

        "due": due,

        "priority": priority

    })


    save_tasks(tasks)

    print(" Task added successfully!\n")


# View tasks
def view_tasks(tasks):

    if not tasks:

        print(" No tasks available\n")

        return


    print("\n--- TO-DO LIST ---")

    for i, t in enumerate(tasks, start=1):

        print(f"{i}. {t['task']} | Due: {t['due']} | Priority: {t['priority']}")

    print()


# Delete task
def delete_task(tasks):

    view_tasks(tasks)

    if not tasks:

        return


    try:

        num = int(input("Enter task number to delete: "))

        removed = tasks.pop(num - 1)

        save_tasks(tasks)

        print(f" Task '{removed['task']}' deleted\n")

    except (ValueError, IndexError):
```

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        print(" Invalid task number\n")


# Main menu
def main():
    tasks = load_tasks()

    while True:
        print("==== TO-DO LIST MENU ====")
        print("1. Add Task")
        print("2. View Tasks")
        print("3. Delete Task")
        print("4. Exit")

        choice = input("Enter your choice: ")

        if choice == "1":
            add_task(tasks)
        elif choice == "2":
            view_tasks(tasks)
        elif choice == "3":
            delete_task(tasks)
        elif choice == "4":
            print(" Exiting... Have a productive day!")
            break
        else:
            print(" Invalid choice\n")


if __name__ == "__main__":
    main()
```