



Pizza Home Delivery Leader - Domino's Pizza, opens in Colombo!

Jubilant FoodWorks launches operations in Sri Lanka

New Delhi, September 2, 2011: Jubilant FoodWorks Limited (JFL), master franchisee of Domino's Pizza announced its entry in Sri Lanka with the opening of first Domino's Pizza store in Colombo. With the beginning of this new journey in Sri Lanka, Domino's Pizza continues to expand its global footprint, winning more and more customer hearts across countries through its tasty Pizza offerings, unmatched Delivery promise and warm customer service approach. Domino's Pizza in Sri Lanka would focus on Pizza home delivery but would also offer all day dine-in option to consumers at the store.

Commenting on the entry into the new market, Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited said, "We are delighted about taking the world's loved Pizza brand to Sri Lanka. We strongly believe that Domino's Pizza brand is extremely relevant for the Sri Lankan market because of the brand's strong mass & popular appeal in terms of its affordability and value, great taste & innovative products, unmatched delivery promise and passionate customer service. Domino's constantly tries to provide new and localized recipes and has the food and delivery expertise which will be leveraged to delight our consumers in Sri Lanka. We will provide an excellent all-day home delivery and dine in option to our patrons there".

Speaking further Mr. Ajay Kaul, added "Expansion to Sri Lanka is an integral part of our regional growth plans. Sri Lanka presents a good growth opportunity for our brand. We are especially delighted that we are entering this country at an opportune moment when peace and prosperity prevails and Sri Lankans are ready to patronize a world-class brand like Domino's. With a deep understanding of the consumer in this region, solid operational expertise and best-in-class marketing, we are confident of delivering on our goal to take Domino's Pizza to more people in the region."

Domino's Pizza is an iconic brand which was established in 1960 and today with operations in more than 60 countries the brand has 9064 outlets worldwide. Jubilant FoodWorks Ltd. operates 392 Domino's stores (as of June, 2011) and it is the leading Food Services brand in the country. Domino's delivery promise of 30 mins or free has been a USP of the brand which is unmatched and unrivalled in the region. It's the unique combination of delicious taste, convenience and great value that has made Domino's Pizza such a successful brand.

The brand apart from the famous hot n piping pizzas has a wide range of delicious food items in its menu - like lip smacking Pastas in red & white sauce, Garlic bread, Chicken Wings and Choc Lava Cake

The first store opened in Dehiwala and is receiving tremendous response.

About Jubilant FoodWorks Ltd

JFL was incorporated in 1995 and initiated operations in 1996. JFL is India's largest and fastest growing food service company, with a network of 392 stores (as of 30 June, 2011). JFL & its subsidiary operates Domino's Pizza brand with the exclusive rights for India, Nepal, Bangladesh and Sri Lanka. The Company is the market leader in the organized pizza market in India with a 50% market share and 70% share in the Pizza home delivery segment. The Company has now also strengthened its portfolio by entering into an alliance with Dunkin' Donuts, for developing the Dunkin' Donuts brand and operating restaurants in India.

For more updates and information on the Company, please log on to www.dominos.co.in

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