



PRESS RELEASE

“Khushiyon ki home delivery” now in Vizag! Domino’s Pizza sweeps hearts with its delicious Pizzas in the port city

Vizag, June 16, 2011: Domino’s Pizza, the market leader in the organized pizza home delivery segment in India (*Source: The Food Franchising Report, 2009*) launched its first store in Vizag, the city famous for its ports and heavy industries. The store in Vizag, marks another milestone in Domino’s Pizza’s pan India expansion plans. With its finger firmly on the pulse of the collective palate of the nation, Domino’s Pizza marches ahead, opening a string of stores in Tier II & III cities across the country including Calicut, Madurai, Gangtok, Raipur, Guwahati, Jabalpur, Patna, Bhubaneswar, Indore, Ujjain etc, consistently consolidating its market leader position.



The overwhelming response the store has witnessed since its opening few days back proves how popular Domino's Pizza is! Residents of Vizag can't seem to get enough of Domino's Pizza if one is to go by the astounding sales figures since the store's launch in the city.

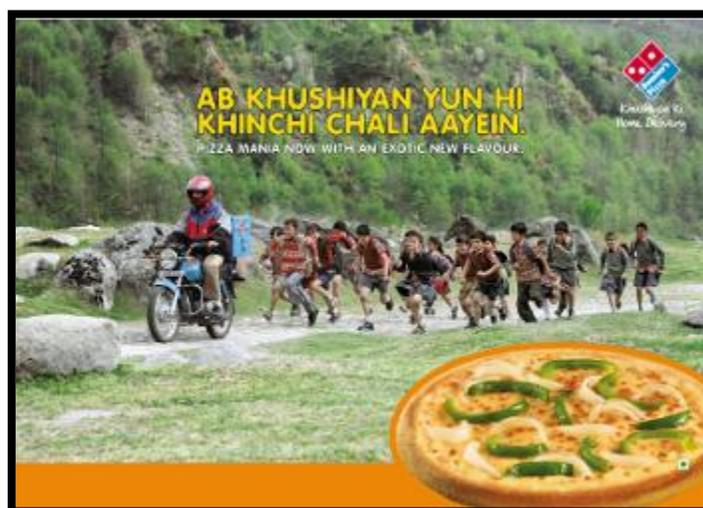


In keeping with its tagline of 'Khusiyon Ki Home Delivery' through great taste, best in class delivery and value for money, citizens of Vizag can now enjoy the world famous range of Pizzas, Pastas, Wraps, Garlic Bread sticks, Chicken Wings and Chocó Lava Cakes either in the comfort of their homes or at the store in **Land Mark Building, Sampath Vinayaka Road**. Both dine-in and delivery formats promise to delight the customers with delicious food and great service.

Speaking on the occasion **Mr. Ajay Kaul, CEO Jubilant FoodWorks Limited** said, "Although our brand is dominantly present Andhra Pradesh, we are happy to start our journey in Vizag too as another step to reach out to many more cities in the state. With such a stupendous response to our other stores in the state, Vizag too holds out great potential for us in future. The response that we received in the first few days in the city confirms that Domino's brand has got a universal appeal.



Although we were not present in Vizag earlier but people have watched us all these years on TV and they are more than willing to associate with the brand. Having established our stores successfully in other southern cities like Madurai, Hyderabad, Calicut, Cochin, Thiruvanthapuram we are pleased to consolidate our presence in this region by opening the first store in Vizag.”



Speaking on the occasion, **Mr. Harneet Singh Rajpal, Vice President, Marketing, Domino's Pizza India**, said, “Our market research establishes the fact that Pizzas are no longer seen as an alien food in India and we have seen that with the success of Domino's in every new city that we have entered. Domino's Pizza is seen and consumed more as a meal replacement option today. Our unmatched '30 mins or free home delivery' promise and the affordable pricing have made us more acceptable to larger population and here I am not referring to the only urban Indian population but the traditional Indian who resides in the heartland, the small towns and its peripheries. This has propelled our expansion plan and we are determined to bring happiness to every doorstep in India.”

Giving an insight into Domino's Pizza's success formula, **Mr. Harneet** revealed, “In smaller cities, dining out is a special occasion or an entertainment for the family & friends. Keeping this in mind our stores have been designed for a comfortable dine-in. However, even in such cities, home delivery as a concept is catching up fast, with the modern lifestyles on the rise. In Vizag too, we have launched with both the formats and we hope to do equally well in both.”



About Jubilant FoodWorks Limited

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 378 stores (as of 31 March, 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 with a 50% market share and 70% share in the Pizza home delivery segment in India. The Company has now also strengthened its portfolio by entering into an agreement with Dunkin' Donuts Franchising LLC, 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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