



Domino's adds folk touch to its new store opening in Ahmedabad

- Delivers Happiness with cultural extravaganza

Ahmedabad, June 13, 2011: Domino's Pizza, the market leader in the organized pizza home delivery segment in India (*Source: The Food Franchising Report, 2009*) set the town abuzz with the grand opening of its new store at Wide Angle Multiplex, Satellite Tower - Ahmedabad. This unique launch approach of mounting a cultural extravaganza has been adopted to deliver happiness among the people in the city. The store marks another milestone in Domino's Pizza's expansion plans in Ahmedabad. With this store opening Domino's Pizza has further strengthened its leadership position in the region.

The various activities on the first week of the launch included Magic Show, Puppet show, Kachhi Ghodi dance, Tattoo Artist and Taro reading.

On the occasion of the launch of Domino's new store in Ahmedabad, **Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited** said, "Domino's Pizza is doing very well across the country and in Ahmedabad as well; for us Gujarat as a State holds out great potential for in future. Our expansion in the region is in consonance with our strategy of maintaining the leadership position in organized pizza category."



Speaking on the occasion, Mr. Harneet Singh Rajpal, Vice-President, Marketing, Domino's Pizza India, said, "Domino's Pizza is very well accepted in India. We also have a good presence in Ahmedabad with DSachet-1, C.G. Road Store, Sukh Shanti Complex, Bhatta - Store , Venus Atlantis Business Park , Shivalik Yash, 132, Ring Road and PVR Talkies Stores. Our unmatched '30 mins or free home delivery' promise, delicious pizzas and the affordable pricing have made us more acceptable to larger population across the country. Ahmedabad particularly has always been a favorable market for Domino's and we are happy to now launch the store in a new location in the city, making our pizzas more accessible for our customers."

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

For Media queries please contact:

Sylvia Dutta

Corporate Communications

Jubilant FoodWorks Limited

M: +91 9958694506

Sunita Budhiraja / Arpita Sinha / Ankur Dutta

Lexicon Public Relations

+91 9971588200 / 9871606139 / 9711018758