

Domino's Pizza doubles the Happiness; launches new "Double Burst" Pizza!



New Delhi, November 24th, 2010: Domino's Pizza, the market leader in the organized pizza home delivery segment in India (*source: The Food Franchising Report, 2009*) today launched the new delicious **Double Burst Pizza** to offer a cheesy and creamy taste experience to consumers. The new Pizza with its two layers of delicious liquid cheese and creamy spread has been introduced in the Domino's menu, keeping in mind that winter urge to indulge in great tasting food.

The Double Burst Pizza has an incredibly sumptuous taste experience like no other. It gives a burst of liquid cheese and creamy spread in every bite. It is no wonder the new pizza is positioned as 'double the temptation'.

The Double Burst Pizza which is available at the stores from today comes at a price of 89/- more than the medium sized Classic Hand Tossed Pizza with same toppings. To encourage trials, Domino's Pizza has an attractive introductory offer of 50% off on second pizza with the purchase of a Double Burst Pizza.

Commenting on the new Pizza, **Mr. Dev Amrithesh Sr. VP, Jubilant FoodWorks Limited– the Master Franchisee of Domino's Pizza in India** said, "The new pizza is developed keeping in mind the latent need of the winter season. The winter season increases the appetite for hot, indulgent and tasty foods. The new Double Burst Pizza promises to deliver to this requirement and wow the Domino's Pizza lovers.

The introduction of yet another new pizza is in continuation of our commitment to product and taste innovation. In Q2 FY 2010 we registered a systemic sales growth of 67%; the new pizza should help us maintain our growth rate in coming quarters.”

Mr. Harneet Singh Rajpal, GM, Marketing, Jubilant FoodWorks added, “Domino’s Pizza has launched many hugely popular pizza offerings like Cheese Burst, Pizza Mania, Wheat Thin Crust pizza in past. Double Burst Pizza too, is a result of our continuous focus on product and consumer research. I am confident that with this new launch, Domino’s Pizza will scale new peaks in its endeavor to exceed customers’ expectations on taste and quality.”

The new product is supported by TVC and in-store collaterals like door hangers, banners, box toppers, danglers, translites, dine-in menus, standee and more.

Speaking on the new TV ad, **Mr. Harneet Singh Rajpal** said, “The TV ad is an interesting take on the consumer insight about the impact or the after affect that great tasting food has on people. With two layers of indulgent liquid filled inside the crust, Double Burst Pizza takes the indulgence to the next level. It completely immerses people in its great taste and enhances & lightens up the mood. The same is captured in a very engaging and entertaining manner in our new TVC”

Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL) is primarily a food-service company and currently operates Domino’s Pizza stores in India. The Company was incorporated in 1995 and initiated operations in 1996. At present JFL is one of the largest food service companies in India with a network of 339 stores (as of 30 September, 2010) pan India.

The Company is the market leader in the organized pizza market with a 50% overall market share and 65% share in the home delivery segment in India. JFL focuses on a home delivery and takeaway oriented business model, which offers its customers the convenience of eating in the comfort of their own homes and workspaces.

JFL operates its stores pursuant to a Master Franchise Agreement with Domino’s Pizza International, which provides it with the exclusive right to develop and operate Domino’s Pizza delivery stores and the associated trademarks in the operation of stores in India, Nepal, Bangladesh and Sri Lanka.

Jubilant FoodWorks Limited was ranked as the 9th Best Employer among 25 companies in India in 2009 by Hewitt Associates and rated among the Best Employers in Asia in the Hewitt Best Employers in the Asia 2009 study.

The brand, Domino’s Pizza, was founded in the US in 1960 by Thomas and James Monaghan. Since then, it has grown into a global network of 9000 pizza stores in more than 60 countries around the world.

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