



PRESS RELEASE

New 3 Cheese Pizza debuts at the Domino's stores!! An indulgent treat for the Consumers this winter

New Delhi, December 1, 2011: Domino's Pizza, the market leader in the organized pizza home delivery segment in India (*source: The Food Franchising Report, 2009 and Euromonitor report 2010*) has whipped up a great deal of excitement by introducing a new pizza with 3 different varieties of cheese. With the introduction of this new product, Domino's has added yet another indulgent pizza to the existing portfolio of delicious offerings.

Named as the "3 Cheese Pizza", the new pizza would have a combination of Cheddar, Gouda Cheese in addition to the existing Mozzarella. Available in medium size, the new 3 Cheese Pizza offering promises a richer and scrumptious Pizza experience to the foodies. The launch of the 3 Cheese Pizza also coincides well with the consumption pattern of the Indian consumers during winters, where the appetite for heavy and indulgent food increases. The unique combination of the 3 different types of cheese takes the pizza experience, taste and indulgence to a new level. To encourage trials, Domino's Pizza has an attractive introductory offer whereby customers can buy a 3 Cheese Pizza and get 50% off on the second pizza of the same or lesser value. The new Pizza would be available in all Domino's stores across the country.

Domino's Pizza this year has focused hugely in introducing new products and side dishes to give variety to its large consumer base. It also launched a new dessert this year; the "Butterscotch Mousse Cake" which has been a huge success. Other popular introductions were Chicken Kickers, Pizza Dips & Pasta Italiano.

Commenting on the new offering, **Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited** said "For the last few months we have been concentrating more on beefing up our side dishes and desserts. So in the third quarter of FY 2012 we decided to introduce a new Pizza. With every new addition to our menu we hope to take the tasting experience to a new level with a pocket friendly price."

Mr. Harneet Singh Rajpal, Vice President Marketing Domino's Pizza India added, "New product launches create excitement amongst consumers and give reason to our variety seeking consumers to come back to us again, thus boosting the order growth. Having crossed the 400 stores milestone in India, today we are the food services brand with maximum reach. One of the reasons for this success has been our endeavour to launch new products which our consumers love for taste and value. With the launch of this New Pizza we are confident to extend the core proposition of Khushiyon ki home delivery further".

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

Speaking on the new TV ad, **Mr. Harneet Singh Rajpal** said, " we have used the key hooks of the 3 Cheese pizza, which are unique combination of the three different varieties of Cheese and the unique indulgent taste there off, to create an exciting and engaging piece of communication. The central idea is that the pizza is so tasty that the cheese lovers cannot give it a miss. The TVC has a clutter breaking setting with a bit of fantasy and great music. We are going to promote it heavily across media vehicles to reach our target audience."

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 411 stores (as of 30 September, 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 over 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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