



## Domino's Pizza adds another Store in Bhopal- Spreads happiness this winter with its delicious Pizzas!

**Bhopal, Jan 10, 2011:** Domino's Pizza, the market leader in the organized pizza home delivery segment in India (*Source: The Food Franchising Report, 2009*) notched another milestone this winter with the opening of its second store in Bhopal with both dine-in and home delivery facilities. In other words the store in Bhopal reflects another journey of Domino's Pizza's pan India expansion plans in Madhya Pradesh. 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, Jabalpur, Bhubaneswar etc, consistently consolidating its market leader position.

The new store in Bhopal is at the Eden Garden, Raksha Tower, Chunabhatti, Kohlar Road. The first store of Domino's in the city is located at the food court of DB mall with facility of dine in only.





With this dine in and delivery facility Domino's keeps up with its tagline of spreading happiness through great taste, convenience and great value. Now inhabitants of Bhopal can enjoy the world famous range of Pizzas, Pastas, Wraps, Garlic Breadsticks, Chicken Wings, and Choco Lava Cakes at the comfort of this Domino's store. This store promises to delight the customers with delicious food, great service and quick delivery.

Speaking on the occasion of Domino's another store in Bhopal **Mr. Ajay Kaul, CEO Jubilant FoodWorks Limited** said, "The overwhelming response of our first store in Bhopal and in other Tier II & III cities proves Domino's popularity in terms of taste and delivery. Our first store in the city has already been a huge success hence we are confident that with the adding up of another store will give an opportunity to our customers to enjoy our delicious pizzas, pastas, wraps through our dine-in and delivery model".



Speaking on the occasion, **Mr. Dev Amritesh, Senior Vice President - Marketing, Jubilant Food Works Limited**, 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. The response that we received in from other cities confirms that Domino's brand has got an universal appeal. We believe that a significant fraction of the success of our stores is attributed to our delicious and affordable product range starting at a price point of just Rs 39. Giving an insight into Domino's Pizza's success formula, Mr Amritesh revealed, "In smaller cities, dining out is a special occasion for the family and keeping this in mind our stores have been designed for a comfortable dine-in".



### **Jubilant FoodWorks Limited**

Jubilant FoodWorks Limited (JFL) is a food-service company and currently operates Domino's Pizza stores in India. The Company was incorporated in 1995 and initiated operations in 1996. Domino's Pizza in India has 339 stores pan India as on 30<sup>th</sup> September, 2010.

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 consumers 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 more than 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](http://www.dominos.co.in)**

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