



Domino's Pizza celebrates new milestone

Opens 500th store in India!

New Delhi, August 30, 2012: Domino's Pizza, India's Pizza Delivery Expert and market leader in the organized pizza home delivery segment today inaugurated the **500th store at Rajinder Nagar, Delhi**. The landmark store was inaugurated by Mr. Shyam S. Bhartia, Chairman and Mr. Hari S Bhartia, Co-Chairman, Jubilant FoodWorks in presence of Mr. Richard Allison, Executive Vice-President Domino's Pizza International.

In the last few years Domino's Pizza has not only aggressively expanded its footprint, but also has been focused on winning more customer hearts across India through its tasty Pizza offerings, unmatched delivery promise and warm customer service approach. Little wonder then that Domino's India operations is the fastest growing operations in the Domino's global system. The company also continues to be market leaders in the organized pizza market with a 55% market share (as per Euro monitor 2012 report) and 70%+ share in the Pizza home delivery segment in India. Having reached the 500th store landmark, the company plans to continue with its aggressive growth path.

Mr. Shyam S Bhartia, Chairman and Mr. Hari S Bhartia, Co- Chairman Jubilant FoodWorks Limited commented, *"The opening of the 500th store is a matter of great pride for all of us and we are working towards further expanding the Domino's network of outlets to other parts of the country. In our endeavour to expand, we have focussed not just on merely growing the number of stores but more importantly on our product quality, innovation & customer delight. To achieve this, we have put together efficient processes, talented people and robust machinery which has been able to deliver fantastic growth over last few years. We have been able to set new benchmarks in the food service category by creating many firsts. In the global Domino's system, we are amongst top 4 countries now in terms of absolute number of stores. Our overall growth has been fuelled by customer's love for our brand and our products".*

Speaking on the occasion, Mr. Richard Allison, Executive Vice President, Domino's Pizza International said, *"It is a great honour for me to be present here to witness this remarkable achievement by the Domino's team in India. Globally, Domino's is present in over 70 markets but certainly India operations have emerged as one of the largest and fastest growing. Domino's India is a key market in our scheme of things. The 500th store mark achievement in India is because of dedication and constant brand nurturing efforts of the inspired leadership and team members here. The amazing growth of Domino's India has set new records for us globally, which will certainly spur other countries to emulate the India story."*

Adding on Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited – “Every new store launch is an important occasion, as it helps us to reach more customers and offer our range of tasty products. But this 500th store opening marks a significant milestone in our successful journey in India. As a food service company, we believe in innovation; right from our lip smacking products to our exciting consumer campaigns. We are a customer centric brand and our thrust is to delight our customers in every engagement they experience with us. Our relentless focus on winning consumers has helped us to reach this historic landmark today.”

About Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL) part of Jubilant Bhartia group was incorporated in 1995 and initiated operations in 1996. JFL is India’s largest food service company, with a network of 500 Domino’s Pizza stores (as of 30th August, 2012) across 110 cities. JFL & its subsidiary operate Domino’s Pizza brand with the exclusive rights for India, Sri Lanka, Bangladesh and Nepal. The Company is the market leader in the organized pizza market with a 55% market share and 70%+ share in the Pizza home delivery segment in India. The Company also has exclusive rights for developing Dunkin’ Donuts brand and operating restaurants for India and currently has launched 3 Dunkin’ Donuts restaurants in India (as of 30th June, 2012).

For more updates and information on the Company, please log on to www.jubilantfoodworks.com

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