



Khushiyon Ki
Home Delivery



3 new Delightful Pizza offerings from Domino's

Launches 3 exotic pizzas - 5 Peppers Veg, Zesty Chicken and Chicken Fiesta with scrumptious new toppings

New Delhi April 16, 2012: Domino's Pizza, the market leader in the organized pizza home delivery segment in India, have launched 3 new exotic Pizzas with extra loaded new toppings in their vegetarian and non-vegetarian pizza menu. The 3 new irresistible Pizzas are - 5 Peppers in Veg, Zesty Chicken and Chicken Fiesta in Non Veg category.

The **5 Peppers Pizza** is a new exotic pizza in vegetarian section topped with Red Bell pepper (red capsicum), Yellow bell pepper (yellow capsicum), Green Capsicum, Red paprika, Jalapeno, sprinkled with Exotic Herb. **The Zesty Chicken** is topped with Zesty Chicken Sausage, Barbeque Chicken, Capsicum & Red paprika. The **Chicken Fiesta** pizza is a combination of Chunky chicken & spicy chicken, capsicum and onion.

The newly introduced pizzas are offered in regular, medium and large sizes and are available at all Domino's stores across the country. As a brand, Domino's is committed to offer innovative products to its consumers. Every quarter a new product is launched from the Domino's kitchen to tempt the consumer's palate. Each of the pizzas at Domino's are made with unique toppings - specially selected and developed by the master chefs of the brand.



Commenting on the new pizza launch, **Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited** said “We are committed to offer a product that finds mass acceptance and recognition. As a result, we have always ensured that the products are made keeping in mind the consumers taste; something that they can connect with. Some of our new pizzas like Wheat Thin Crust Pizza, 3 Cheese Pizza etc are widely appreciated by consumers in every part of India. This is partly because we as a brand understand the consumers taste buds and hence are confident that the newly introduced Pizzas would also be liked by them. The new range promises to take the tasting experience to a new level. We are happy that our hot and piping Pizzas have successfully found their place in the Indian homes as a full meal”.

Mr. Harneet Singh Rajpal, Vice President Marketing, Domino’s Pizza India added, “Domino’s has always maintained its brand uniqueness while adapting to changing consumers’ demands and tastes. Our new offerings always give consumers a reason to try different tastes and hence coming back to us. With the introduction of these three new products, we hope to delight our consumers with greater variety and new taste experience. Our toppings are unique that add more taste to our Pizzas. Through our engaging marketing campaigns we have taken the brand to a larger audience. Today, people living across 100 cities in India are relishing Domino’s Pizza due to its taste appeal, affordability and convenience. Our marketing efforts have helped us to make the brand grow not only in terms of product offerings but also as a significant mass brand”.

About Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL) was incorporated in 1995 and initiated operations in 1996. JFL is India's largest food service company, with a network of 439 stores (as of 31 December, 2011) across 100 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 54% 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 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

For further media queries please contact:-

Sylvia Dutta
Corporate Communications
Jubilant FoodWorks Limited
+91 9958694506

Arpita Sinha
Lexicon Public Relations
+91 9871606139