



Domino's Pizza refreshes the Value campaign --exotic new toppings for Pizza Mania

New Delhi, April 16, 2012: Domino's Pizza, the Market Leader in organized pizza home delivery segment in India re-launched its Pizza Mania range with new toppings. Pizza Mania is the flagship value range starting at Rs. 39/-. The latest campaign is also a reflection of how the company is committed to bring variety on the palate of their consumers at affordable pricing. Pizza Mania has evolved, with the company having focused heavily on its innovation by adding on new toppings for better tastes that are of consumer's choice.

The affordability factor of the product has positioned Pizza Mania as a pizza for the masses. In its successful 5th Season this summer, Pizza Mania offers new delicious topping combinations like Golden Corn, Chunky Chicken and Zesty Chicken Sausage to delight the masses. After successful pizza mania campaign of last year which placed Pizza as a great meal option, the new campaign further establishes the meal connect and invites people to have Domino's Pizza more regularly with its wide range of choices.

Commenting on the launch of the new Pizza Mania toppings through the new television Campaign, Mr. Harnet Singh Rajpal, Vice President, Marketing, Domino's Pizza India said, "The story in the tvc is about this young couple, who have set up home recently in a city. And the wife it seems doesn't have much previous experience in cooking. She has been trying her hand at preparing these meals, out of love, unfortunately without much success. The husband however has been very understanding and patient while putting up with the situation. And he finds a solution in Domino's Pizza Mania, almost everyday when the meal is burnt. Domino's Pizza Mania enables the man to provide a little dose of happiness, everyday, to his wife."

The campaign is conceptualized by Contract Advertising and directed by Shivender Singh Dungarpur.



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

About Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL) was incorporated in 1995 and initiated operations in 1996. JFL is India's largest and fastest growing Multinational food service Company, with a network of 439 stores (as of 31 December, 2011). 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

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