



Khushiyon ki Home Delivery now in Ranchi

Ranchi, 28th May, 2010: Domino's Pizza, the Market Leader in organized pizza home delivery segment in India (Source: *The Food Franchising Report, 2009*) recently opened its first store in Ranchi as a part of the Company's expansion plans. Over the last one year under a plan to expand its footprints along the length and breadth of the country, Domino's Pizza has added many new cities onto its radar.

Located at Paragana – Khukhura, Thana – 201, Opposite of Ranchi Club, Ranchi Main Road, the new store had a grand opening to eager patrons waiting to indulge in Domino's Pizza's signature pizzas and pastas.

Speaking on the occasion **Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited** said, "Ranchi is a prominent commercial, industrial, and educational hub of Eastern India and is growing at a fast pace. Our market research has given us more reasons to believe that people in the city are enthusiastic about food formats such as ours. Looking at this potential, we decided to open our store in Ranchi. This new store in the City will give an opportunity to our customers to enjoy our delicious pizzas and pastas both through our dine-in and delivery models."



Being the education hub of Jharkhand and also attracting various tourists to religious destinations like Rajrappa Mandir, Pahari Temple and Jagannathpur Temple located in the proximity, Ranchi attracts lots of visitors which together with localities present the right target audience for food services format like Domino's Pizza.

The astounding success of Domino's Pizza is certainly due to its extremely affordable and deliciously mouthwatering offerings. And 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 Bhilai, Gwalior, Raipur, Gangtok, Calicut, and Jabalpur consistently consolidating its market leader position.



Speaking on the occasion, **Mr. Dev Amrithesh, Senior Vice President, Jubilant FoodWorks Limited**, said, “Domino's Pizza has been for a long time keen on opening a store in Ranchi. The response that we have received here has proved that small towns in India have extreme opportunity in the QSR industry. Further, we believe that we have strengthened our leadership position in the country in the organized Pizza home delivery segment. Domino's Pizza's endeavor is to deliver hot 'n' fresh pizzas in 30-minutes to customers' doorsteps.”

Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL) is primarily a food-service company and currently operates Domino's Pizza stores in India and via a sub-franchisee in Sri Lanka. The Company was incorporated in 1995 and initiated operations in 1996. At present JFL is one of the largest food service companies in India with a network of 306 stores (as of 31 March, 2010) pan India and 5 stores in Sri Lanka.

The Company is the market leader in the organized pizza home delivery segment in India with over 65% market share. JFL focuses on a home delivery and takeaway oriented business model, which offers its customers 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 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

