



Domino's Pizza enters Patna, sweeps hearts with its delicious Pizzas

Patna, October 28, 2010: Domino's Pizza, the market leader in the organized pizza home delivery segment in India (*Source: The Food Franchising Report, 2009*) hit bullseye with the grand opening of its first store in Patna. The store in Patna, marks another milestone in Domino's Pizza's pan India expansion plans. 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 Calicut, Madurai, Gangtok, Raipur, Jabalpur etc, consistently consolidating its market leader position.

The overwhelming response the store has witnessed since its opening few days back proves how popular Domino's Pizza is even before entering the city. Residents of Patna don't seem to be getting enough of Domino's Pizza if one is to go by the astounding sales figures since the store's soft launch.



In keeping with its tagline of 'delivering happiness' through great taste, convenience and great value, inhabitants of Patna can enjoy the world famous range of Pizzas, Pastas, Wraps, Garlic Breadsticks, Chicken Wings, Choco Lava Cakes either in at their homes or at the comfort of our store in Shahi Building, Exhibition road. Both dine –in and delivery formats promise to delight the customers with delicious food and great service.



Speaking on the occasion of Domino's new store in Patna **Ajay Kaul, CEO Jubilant FoodWorks said,** "We are very happy to start our journey in the state of Bihar with such a stupendous response to our first store in Patna! It is amply clear that Bihar holds out great potential for us in future.

Having established our stores in other eastern cities like Kolkata, Ranchi, Siliguri, Gangtok, Guwahati, we are pleased to consolidate our presence in this region by opening our first store in Patna- the 5th fastest growing city in India. This new store in the city will give an opportunity to our customers to enjoy our delicious pizzas, pastas, wraps both through our dine-in and delivery models."



Speaking on the occasion, **Mr. Dev Amritesh, Senior Vice President, Jubilant FoodWorks Limited,** said, "Our market research establishes the fact that Pizzas are no longer seen as a alien food in India and we have seen that with the success of Domino's in every new city that we have entered. And here I am not referring to the miniscule urban Indian population but the traditional Indian who resides in the heartland, the small towns and its peripheries. Television has been a great leveler as they say and has made Domino's Pizza, a household name. Inhabitants of smaller cities who are exposed to our TV ads are well aware of us and our food format but have been waiting for an opportunity to try our range. This has propelled our expansion plan and we are determined to bring happiness to every doorstep in India." 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. However, even in such cities, home delivery orders are catching up with modern lifestyles on the rise. In Patna too, we have emphasized both the options and we hope to do equally well in both." said Mr Amritesh.





Khushiyon ki
Home Delivery



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 338 stores pan India as on September 30th, 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 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

