



## Dunkin' Donuts Opens its Third Restaurant in New Delhi

**New Delhi, May 30, 2012.** Less than a month after the opening of its signature restaurant in New Delhi, Dunkin' Donuts has strengthened its presence with the opening of a third restaurant located at DLF Place Mall in Saket. The grand opening was marked with a celebration today with Mr. **Nigel Travis, Chief Executive Officer, Dunkin' Brands and President, Dunkin' Donuts U.S.** The company's leadership team was also joined by **Mr. Donald Lu, Deputy Chief of Mission, United States Embassy, New Delhi.**

Jubilant FoodWorks Limited (JFL), India's largest Food Service Company, which already has rights for Domino's Pizza, has entered into an alliance with Dunkin' Donuts early last year to bring the brand's restaurants to India.

The brand name in India has the sign of "Dunkin' Donuts & More" to signify a wide product range and the unique experiences that the restaurants offer. Dunkin' Donuts occupies the sweet spot in between cafés and quick service restaurants, as it offers elements of both. A great all day menu of food and a fantastic range of beverages, along with a chilled out, modern and relaxed environment has already become a big hit with consumers who continue to throng the existing two Dunkin' Donuts restaurants at Connaught Place and Greater Kailash-1.

The new Dunkin' Donuts restaurant, like all other Dunkin' Donuts outlets in India, will deliver the same quality food and beverages served in a fast, friendly and convenient environment that the brands is internationally renowned for. The menu will include a range of donuts, Dunkin' Donuts Original Blend drip coffee; espresso based beverages, as well as a delectable range of sandwiches made out of artisan breads such as focaccia, croissants, ciabatta, bagels. The beverages menu has also been expanded with fruit milkshakes, smoothies and tea catered to Indian taste preferences. The newly opened all day food and beverage restaurant at DLF Saket with its attractive menu offerings and value pricing is sure to be a highly popular hang out zone for friends and family. The restaurant has a very attractive and international ambience with comfortable seating.

Jubilant FoodWorks Limited plans to open several new Dunkin' Donuts restaurants this financial year — all in the NCR region. This marks the journey to systematically grow Dunkin' Donuts into a national brand with a plan for approximately 80-100 restaurants in the country over the next five years.

**Commenting on the encouraging feedback from the already opened Dunkin' Donuts outlets Mr. Shyam S. Bhartia, Chairman and Mr. Hari S. Bhartia, Co-Chairman, Jubilant FoodWorks Limited. said,** "We are pleased with the tremendous response the brand has received from consumers' from day one of our opening in India. We have been in the food service Industry in India for many years and we have leveraged our bank of insights to launch Dunkin' Donuts in India. It's extremely gratifying that consumers are responding to our proposition with such enthusiasm."

**Speaking on the occasion, , Mr. Nigel Travis, CEO, Dunkin' Brands and President, Dunkin' Donuts U.S., said,** "I am extremely delighted to be a part of this momentous occasion today to celebrate the opening of the third Dunkin' Donuts restaurant in India. It was important to us to enter into the Indian market with a strong and trusted partner like Jubilant FoodWorks, who understands the market and shares our core values and passion for providing quality food and beverages served in a welcoming environment at a great value. As one of the world's fastest growing economies, India presents a tremendous growth opportunity for Dunkin' Donuts. We have worked very closely with the team from Jubilant FoodWorks over the last year to develop a winning strategy that addresses the unique needs of the Indian consumers and the market opportunity in India while leveraging our global brand promise and strength. I am pleased that consumers in India have enthusiastically embraced Dunkin' Donuts and believe we will build a robust business and very strong consumer connections".





**Present at the occasion, Mr. Ajay Kaul, CEO Jubilant FoodWorks Limited commented,** "Our first two stores were in high street areas of GK 1 and CP, with the third store we start our foray into malls and we are very excited about that. The Dunkin' Donuts model is extremely flexible and can be adapted to various formats and locations. We offer a large variety of products with an all day part menu offering breakfast, in between meal snacks, lunch dinner and much more and I am very confident that our offering will be very relevant and appropriate in mall formats".

**Also present in the occasion Mr. Donald Lu, Deputy Chief of Mission, United States Embassy- New Delhi said** "We're proud to join Jubilant FoodWorks to launch this iconic American brand in India. Jubilant is also behind the enormous success of Domino's Pizza in India. U.S. franchises like Dunkin' Donuts are a great way for Indian firms and entrepreneurs to start new ventures with strong name recognition and proven recipes for success. In addition to my old favourites like donuts and ice coffee, Dunkin' Donuts has a new menu line-up including tea and spicy sandwiches to suit Indian tastes".

### **About Dunkin' Donuts**

Founded in 1950, Dunkin' Donuts is America's favourite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavoured coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for six years running. The company has more than 10,000 restaurants in 32 countries worldwide. For the full-year 2011, Dunkin' Donuts' restaurants had global franchisee-reported sales of approximately \$6.4 billion. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. **For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com)**

### **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 465 Domino's Pizza stores (as of 31 March 2012) across 105 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.jubilantfoodworks.com](http://www.jubilantfoodworks.com)**

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