



## Domino's Pizza delivers fun and excitement in Bengaluru Celebrates Namma Bengaluru – Namma Domino's festival



**Bengaluru June 20, 2012:** The excitement and enthusiasm in town is almost palpable, as Domino's Pizza, the market leader in the organized pizza home delivery segment in India unveils its month-long celebrations – “**Namma Bengaluru Namma Domino's**” in Bengaluru city.

This festival is aimed at rewarding its customers with innovative promotional offers i.e. multi-tiered offers and also incorporates daily prizes with bigger rewards in every ten days as well as fortnightly bonanzas. This campaign high on fun & 'cool quotient' is being celebrated across all 56 Domino's outlets in the city.

Supported by marketing materials like Door hangers, Banner, Dangler, Balloons, Wobble Boards, Standees etc, the objective of the campaign is to create a delightful, interactive experience for consumers in the city through this colorful carnival. The **Namma Bengaluru Namma Domino's** festival is also being promoted through a month long campaign on radio channels, Volvo bus wraps etc.



***"Namma Bengaluru***

***Namma Domino's" offers:***

- Garlic Bread and Dip FREE (this offer is valid on a minimum net bill value of Rs. 399 & more)
- Chocó lava Cake FREE – this offer is valid on a minimum net bill value of Rs. 299 & above
- Pasta FREE - this offer is valid on a minimum net bill value of Rs. 349 & above

**Another Coupon based offer:-**

Buy 1 Get 1 FREE – This offer is a Step Down BOGO.

On ordering a large pizza get a medium Pizza free or on ordering a Medium Pizza get a Regular Pizza Free. Not valid on Simply Veg Pizzas, Simply Non-Veg Pizzas & Pizza Mania

**Speaking about the campaign in Bengaluru, Mr. Harneet Singh Rajpal, Vice President, Marketing Domino's Pizza India said** "As a food service company our thrust has always been on innovation; right from our delicious products to our exciting consumer campaigns. We have always provided our consumers new and enjoyable experiences. We are a customer centric brand and with this promotion we aim to reach out to our customers and enhance their brand experience. With ***"Namma Bengaluru Namma Domino's"*** we have come up with the winning idea of celebrations that embodies the fun and excitement that is intrinsic to brand Domino's and the effervescent spirit of Bengaluru city. We are confident that the excitement and interest generated at the start of this festival will ensure that all roads of Bengaluru lead to one destination – Domino's outlets where "celebrations are on".

**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 further media queries please contact:-**

Sylvia Dutta  
Corporate Communications  
Jubilant FoodWorks Limited  
+91 9958694506

Arpita Sinha  
Lexicon Public Relations  
+91 9871606139