



This Winter Indulge with Domino's All New Cheesy Boloroni Pizza!



New Delhi, December 7, 2012: With the nip in the air, it's that time of year again when you want to indulge in temptations and warm conversations with your loved ones. Domino's Pizza, the experts of home delivery and the market leader in the organized pizza segment in India, introduces its new amazingly delicious, indulgently cheesy and irresistible pizza- *Cheesy Boloroni*. This pizza has been made extra indulgent so as to add a special zing to your meal and is now a star attraction at Domino's Pizza outlets across India.

The Cheesy Boloroni Pizza has been loaded with tasty unique stuffings to make it a special treat. It has a unique mix of veg Bolognese sauce and Macaroni, topped with a layer of a new Barbeque flavored Liquid Cheese, and finished with Mozzarella cheese and toppings. Customers can now avail this *Cheesy Boloroni Pizza*, by adding Rs. 60 to any medium hand tossed pizza with toppings of their own choice.

Commenting on the new offering, Mr. Harneet Singh Rajpal, VP Marketing, Domino's Pizza India said "We are committed to offer a product that finds mass acceptance and recognition. While old favorites continue to charm consumers, new additions to the menu give them a reason to try different tastes. With the success of our earlier products like Wheat Thin Crust, Cheeses Burst etc; we at Domino's Pizza are continuing to strive to delight our consumers with a new variant to our menu offering. The new range promises to take the tasting experience to a new level. We are happy that our hot and piping pizzas have successfully found their place in the Indian homes as a full meal".

The new product is supported by TVC and in-store collaterals like door hangers, banners, box toppers, danglers, translites, dine-in menus, standee and more.

Speaking on the new TV Ad, Mr. Harneet Singh Rajpal, said "Our new TVC accentuates the concept of enjoying a deeply indulgent pizza at leisure with your loved ones and how that little more time creates unplanned special moments, making relationships stronger and livelier than ever before. The TVC shows that the newly married couple shares the Cheesy Boloroni Pizza and start discovering more about each other through sweet but revealing stories of the wife's pre-marital life. The formality in their relationship starts disappearing and the two come even closer. We can see the essence of the brand being well captured in this light-hearted and charming TVC".

The TVC is conceptualised by Contract Advertising, Produced by Storyteller.in and Directed by Arun Gopalan.

About Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL) is part of Jubilant Bhartia group and India's largest food service company, with a network of 515 Domino's Pizza stores (as of 30 September, 2012) across 112 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 62% market share and 70%+ share in the Pizza home delivery segment in India (as per Euro monitor report 2011).The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 7 Dunkin' Donuts restaurants in India (as of 5th December, 2012).

For more updates and information on the Company, please log on to

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