



Press note

Jubilant FoodWorks organizes a Mega Painting Competition for underprivileged children on "Road Safety" on 6th January, 2013!

New Delhi, January 06, 2013: Jubilant FoodWorks Limited / Domino's Pizza in a joint initiative with the Delhi Traffic Police and Prayaas (an NGO), organized a painting competition for underprivileged kids as part of their week long drive to create awareness about *Road Safety* and discourage people from drinking & driving. The competition, which marks the *National Road Safety Week* was held today morning at Road Safety Park, Pragati Maidan, where enthusiastic children from the deprived strata of society had gathered to create awareness through their painting skills. **"Don't drink and Drive, Save Life"** was the key message that was propagated during the competition.

Jubilant FoodWorks is supporting United Nations action for the Decade of Road Safety and celebrating National Road Safety Week in the first week of Jan in Delhi, Kolkata, Chennai and Thane.

Speaking about the initiative, Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited said, "The Jubilant FoodWorks team is pleased to associate with the Delhi Traffic Police and Prayas to support safe driving. This week long drive was an initiative to create awareness about traffic rules and especially to promote safe driving. It is important that this awareness about road safety needs to be inculcated in the minds of our children at an early age; therefore, we have organized this painting competition to mark the culmination of *Road Safety Week*".

He further added, "The economic, social and health losses that result every year from road traffic injuries are inevitable. Such accidents can easily be prevented if every law abiding citizen strictly follows the rules laid down for their safety by the traffic department. Since today's children will grow up to be our leaders tomorrow, it is extremely essential that we educate them on the importance of adhering to traffic rules and regulations. Hence, throughout the week long safety campaign, Jubilant FoodWorks has tried to spread the message of safe driving to every segment of society".

About Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL/Company) 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 www.jubilantfoodworks.com

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