



Domino's Pizza Mania promises big celebrations for small moments of joy!

- Offers affordable way to treat loved ones with your "pehli kamayi" in new TVC -

New Delhi, April 4, 2013: Domino's, India's most loved pizza brand, today launched a new communication campaign for its Pizza Mania range, offering the perfect way to celebrate small moments of joy such as one's '*pehli kamayi*' or '*first salary*'. The campaign builds on the euphoria around celebrating one's first salary with loved ones, with Domino's Pizza Mania, priced at just Rs.44/-.

The campaign which is supported by two new TVC's is an extension of the "Yeh Hai Rishton Ka Time" brand positioning. It revolves around the theme of making small occasions in life more memorable. Aimed at connecting with young consumers, Domino's has re-introduced the delicious Pizza Mania range, promising to be the best finger-licking option to celebrate with family and friends without worrying too much about the cost.

Commenting on the new campaign for Pizza Mania, Mr. Harneet Singh Rajpal, Vice President, Marketing, Domino's Pizza India said, *"Our brand has always been synonymous with happiness and creating time for strengthening relationships. This new campaign is built on the consumer insight the first salary that one earns in life, though small, is very special and memorable for self and one would want to do special things with it, like giving party to friends & family. Our affordable Pizza Mania range fits in the occasions and can make those moments more special. We hope that this new campaign serves as a trigger to celebrate small moments of happiness and create wonderful memories for our consumers."*

Speaking on the new TVC's Mr. Harneet Singh Rajpal says, *"Our two new commercials truly resonate with bringing alive the true excitement and enthusiasm that the "pehli kamayi" brings to one's life and what better way of celebrating than treating your near and dear ones with a Domino's Pizza Mania. In keeping with Pizza Mania's, price advantage and the brand's focus on relationships, the campaign highlights celebration with loved ones with a theme that we are sure will connect with every consumer."*

About the TVC

TVC1:-

The TVC shows a dinosaur who is seen entertaining kids in an amusement park. He ends up going through a series of funny situations throughout the day that tickle the viewer. It is later revealed that the dinosaur was a young boy clad in a dinosaur costume doing his first summer job. At the end of a long and tiring day, he takes his first salary, a few hundred rupees with pride and then celebrates with his close friends by ordering Pizza Mania which starts for Rs. 44/- only.

TVC 2:-

The next film in the same series has a young girl sitting on a shikara in a Tourism fair, pretending to row the same. Her job is to act like a girl from a particular region and attract visitors to the stall. The situation gets interesting as various visitors come to get pictures clicked with her and she becomes the centre of amusement for everyone including her friends. All of this makes her day really tough & despite this one sees a look of delight on her face as she receives her first salary, a few hundred rupees at the end of day. She's then seen celebrating her first salary or pehli kamayi with her family by treating them with Domino's Pizza Mania.

The Pizza Mania campaign, with the message, *'life ki pehli kamayi chahe jitni bhi choti ho, uski party badi honi chahiye,'* will also see an integrated marketing outreach encompassing traditional media, Digital media and on-ground activation. There are lot of activations planned on the Social media and on ground to engage the consumers & fans. Domino's is following a multimedia approach by using a character from the TVC to give it larger than life visibility and brand connect.

The TVC is conceptualised by Contract Advertising, Produced by Jamic Films and Directed by Nikhil Rao.

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 552 Domino's Pizza stores (as of 31st December, 2012) across 118 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 2012).The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 10 Dunkin' Donuts restaurants in India (as of 22 March, 2013).

For more updates and information on the Company, please log on to www.jubilantfoodworks.com; www.dominos.co.in

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