



Yeh Hai  
Rishton Ka Time



## Press Release

### Domino's Pizza serves up the exotic taste of the Middle East with launch of Lebanese Rolls



**New Delhi, July 23, 2013:** In yet another flavourful and innovative addition to its already delectable menu, **Domino's Pizza**, brings to its consumers in India, deliciously exotic Lebanese rolls. These mouth-watering delights consist of a spicy vegetarian or juicy chicken roll wrapped into a soft crust with a flavorful Lebanese seasoning – making each bite a delicious fusion of tantalizing tastes.

**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, adding new tastes to the menu helps in diversifying the same and also gives our customers a new exciting reason to eat out at **Domino's**. The authentic Lebanese roll is the first ever offering in the Quick Service Restaurants (QSRs) in India. We are confident that this new addition to our menu will be a hit with our consumers and keep them asking for more."

The vegetarian Lebanese rolls are priced at Rs 95/- and the non-vegetarian rolls are priced at Rs 105/- per roll. Domino's has also announced a **special introductory offer** where consumers can buy a medium pizza with a coke and enjoy a scrumptious roll for only Rs 70/-.

**Speaking on the new TVC's Mr. Harnet Singh Rajpal says,** *"The new commercial by Domino's Pizza on Lebanese Rolls completely resonates with the excitement and happiness around the spicy fun taste of the innovative product. The campaign line 'Yeh Chatakeedar, banaye company mazedaar' communicates the message that chatakeedar moments in our life are enjoyed best with Spicy Lebanese rolls and our group of friends. Keeping in sync with the brand's focus on relationships, the new campaign highlighting celebration of 'spicy' moments with friends, is a theme which will surely connect with every customer."*

Along with the Lebanese Rolls campaign, **Domino's Pizza** has launched another promotional campaign called the One-on-One Wednesdays with the tag line of **Every Wednesday, Go 'Ta Na Na Na Re, Ki Pizza Aaye Free'**. In order to give more and more reasons to the customers to spend time with their loved ones, Domino's came out with this new campaign. They wanted to earmark a day of the week for the purpose of eating a pizza. The idea was to make people take some time out; mid-week and spend time with friends and family. So every Wednesday, one can buy one pizza and get another pizza free! To create more buzz around this offer, Domino's brought back an extremely relatable and iconic tune associated with the anticipation of a free pizza being delivered, 'Ta nanana re, ki pizza aaye free'.

These new campaigns is supported by a Television Commercial and in store print elements like DHs, BTs, Translites, Banner, Bike Back, Hoardings, new brand website, promotion on social media etc.

## **About the TVC**

### **TVC1:-**

#### **Domino's Lebanese Rolls**

Customers have always sought new tastes and a variety of dishes to choose from. In their endeavor to meet these demands, Domino's has brought to its customers new pizzas and an expanding menu of side through continuous product innovation. Also, with its new positioning of 'Yeh hai Rishton ka time', Domino's has emphasized on the role it plays in bringing alive the importance of relationships in our daily lives. Domino's does its bit by allowing various relationships to come together, whenever a box of Domino's pizza or a side is opened.

Keeping in line with the product innovation strategy, is Domino's latest product offering, 'Lebanese Rolls', a tasty new side. The product is a roll with spicy Lebanese seasoning. The outer crust is soft & sprinkled with Lebanese seasoning; inside there is a tasty veg/non veg patty that is topped with liquid cheese sauce.

Domino's has launched the communication around the spicy fun taste of the product: 'Yeh Chatakeedar, banaye company mazedaar' (The spicy taste of Lebanese rolls makes company of friends more exciting) .

This thought has been wed to a slice of life. Bringing alive these chatakeedar moments best enjoyed with Spicy Lebanese rolls for the audience in a refreshing and light hearted manner through a series of 3 clutter breaking films. We see a group of friends in a living room setting watching TV while enjoying Lebanese rolls. They are all watching TV on which a old clichéd movie scene from an Indian movie like a courtroom, operation theater, etc is playing. We can make out that the TV is mute and we hear funny dialogues to the action happening on-screen from the group. Though the films center on the product attributes, the overall brand thought has been dovetailed seamlessly in the communication through its storyline.

The films have been conceptualized by Contract Advertising.

**Creative team:** Azazul Haque, Uddipta Borah

**Account Management team:** Pooja Malhotra, Ashit Chakravarty

The films have been produced by Flying Saucer and directed by Pushendra Misra

**TVC 2:-**

### **Domino's One on One Wednesdays**

Domino's is known for coming up with new and exciting offers for its customers. In line with our new positioning, we try to give more and more reasons to our customers to spend time with their loved ones, hence making the bonds that they share warmer and livelier. This time around, we wanted to earmark a day of the week for the purpose. The idea was to make people take time out; mid-week and spend time with friends and family.

The result – Domino's One on One Wednesdays. Every Wednesday, buy one pizza and get another pizza free! To advertise the same, we brought back an extremely relatable and iconic Domino's tune associated with the anticipation of a free pizza being delivered, 'Ta nanana re, ki pizza aaye free'. In a series of three films, we see different sets of people, be it family, hostelers or office colleagues dancing to the tune in anticipation and excitement of the free pizza. They are all singing the jingle 'ta nanana re...'

The films effortlessly bring forth this exciting offer at the same time staying in the brand's communication space of celebrating close relationships.

The films have been conceptualized by Contract Advertising.

**Creative team :** Azazul Haque, Uddipta Borah, Ritrup Biswas, Gaurav Sharma, Abhinav Parshad , Dhruv Tiwari, Anushree Jain, Aishwarya Gupta, Shruti Bhatia

**Account Management team:** Pooja Malhotra, Ashit Chakravarty, Jatin Tyagi and Virender Bhawnani

The films have been produced by Daydreamer Films and directed by Bosco.

### **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 576 Domino's Pizza stores (as of 31 March, 2013) across 123 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 67% market share in India (as per Euro monitor report 2013). The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 14 Dunkin' Donuts restaurants in India (as of 30<sup>th</sup> June, 2013).

**For more updates and information on the Company, please log on to [www.jubilantfoodworks.com/www.dominos.co.in](http://www.jubilantfoodworks.com/www.dominos.co.in)**

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