



Domino's Pizza celebrates another landmark Brings Pizza Theatre experience to India with its 600th restaurant!

New Delhi, 26th August, 2013: Domino's Pizza, India's Pizza Delivery Expert and market leader in the organized pizza home delivery segment today inaugurated its **600th restaurant at Vasant Kunj, Delhi**. The landmark restaurant was inaugurated by *Mr. Shyam S. Bhartia, Chairman, Mr. Hari S Bhartia, Co-Chairman and Mr. Ajay Kaul, CEO, Jubilant FoodWorks* in presence of *Mr. Steven Pizziol, Vice President – Asia Pacific, Domino's Pizza*. The 600th restaurant brings to India the new globally launched "**Pizza Theatre**" concept by Domino's Pizza, featuring an open kitchen that brings theatrics and skill of pizza-making in front of guests and richer & warmer guest dine-in area.

The opening of the 600th restaurant is a highlight of the successful journey that Domino's Pizza India has undergone so far. By bringing Pizza Theatre concept restaurant to India, Domino's Pizza India has fortified its promise to deliver the best consumer experience even for the Dine in guests. The concept which has already been adopted in Domino's restaurants across many international markets has been designed to enhance the consumer engagement and experience by having a one of its kind open display kitchen and restaurant layout in the QSR category. It has been very well received across all the markets.

Mr. Shyam S Bhartia, Chairman and Mr. Hari S Bhartia, Co- Chairman Jubilant FoodWorks Limited commented, *"The opening of the 600th Domino's Pizza restaurant is a landmark moment for all of us and is a great stepping stone towards expanding the Domino's network of outlets across the country. It has been our constant endeavour to enhance not just the quantitative but also the qualitative aspects of our restaurants. We have in place a highly efficient system of processes and people that have contributed to our success story."*

*We are very delighted to bring to India- the globally launched **Pizza Theatre** restaurant concept. Consumers can now see their favorite Domino's Pizzas made fresh to order and smell the aroma of a pizza baked straight out of the oven. We are confident that we shall continue to provide a fabulous consumer experience and continue to build new benchmarks in consumer satisfaction. At this very proud juncture we would like to thank all our consumers, whose encouragement and love has motivated us through this incredible journey."*

Speaking on the occasion, Steven Pizziol, Vice President Asia Pacific, Domino's Pizza, *"It's a great honour and privilege to be a part of this momentous occasion marking the launch of the 600th Domino's restaurant. Domino's Pizza has a vast global presence spanning across 72 countries and the India operations have emerged as one of our most important markets. Domino's India operations are the second largest single country operations today for Domino's Pizza global franchise network, outside of US. The 600th restaurant is an amazing achievement and I would like to laud the entire team who i believe have excelled under inspiring leadership. The growth story of Domino's India is truly a benchmark for all of us and I wish them all the best for the future."*

Adding on Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited – "I am extremely proud to celebrate our milestone of opening the 600th Domino's Pizza restaurant in the country. We believe that the main strength driving our amazing growth story is the support and encouragement of our consumers. When we started out pizza was considered an extremely niche cuisine and now we have managed to expand across the country with 600 restaurants. Our reach and growth is testimony to our constant endeavour to provide our consumers with the most satisfying out-of-home food experience whether it is home delivery occasion or Dine-in at our restaurants. While we continue to be 'Delivery Experts', Dine-in today is a significant part of our business and with the launch of the new **Pizza Theatre restaurant design** in India, I believe that consumers will enjoy the dine-in experience at our restaurants even more. "

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 602 Domino's Pizza restaurants (as of 30 June, 2013) across 128 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 16 Dunkin' Donuts restaurants in India (as of 7th August, 2013).

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

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