



## Mealtimes get juicier and spicier with the new Domino's Calzone Pockets!

**New Delhi, September 26, 2013:** The delectable *Domino's Pizza's* menu has a spicy and uber-juicy new addition, the mouth watering Calzone pockets are all set to tantalize your taste buds. Made with the freshest of ingredients, a perfectly seasoned cheese blend, zesty tomato- chilly sauce, succulent stuffings such as green capsicum, onion, red paprika, paneer (in veg) and barbeque chicken (non-veg), each bite promises to deliver the ultimate burst of delectable flavours.

**Commenting on the new offering, Mr. Harneet Singh Rajpal, VP Marketing, Domino's Pizza India said,** "At *Domino's* it has been our constant endeavor to give our consumers the most varied and enjoyable culinary experience. The addition of the Calzone Pockets, to our menu offerings is another step towards fortifying this endeavor. We are continuing to make sure that our core product offering continues and new products such as the Calzone pockets help bring diverse flavors to our consumers. We are confident that this delicious and spicy new offering will be received very well by our consumers"

The vegetarian Calzone Pocket is priced at Rs 85/- and the non-vegetarian Calzone Pocket is priced at Rs 95/- As an exclusive introductory offer, consumers can order a medium/large pizza with coke/any dessert (BMC, CLC, NCLC) & get Calzone Pockets Veg at **Rs. 55/-** (Rs. 65/- for Calzone Pockets Chicken)

### **About the TVC:-**

**Speaking on the new TVC's Mr. Harneet Singh Rajpal said,** "The new commercials are in tandem with the brand messaging of our earlier campaigns where the focus is on the importance and revival of relationships. Our new campaign for the Calzone Pizza Pockets communicates the message of bringing flavor and fun back into your relationship with '*Rishto ko phirse thoda spicy thoda juicy banate hain*'.

The films have been conceptualized by Contract Advertising.

**National Creative Director:** Ashish Chakravarty

**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  
**Films Dept.:** Mahendra Solanki

### **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 7<sup>th</sup> August, 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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