

## **The Tastiest new Fresh Pan Pizza from Domino's makes bonding more fun!!**

**New Delhi, November 29, 2013:** In yet another scrumptious and appetizing addition to its mouth watering delectable menu, **Domino's Pizza**, brings to its consumers in India delicious and indulgent new fresh Pan Pizzas. Baked fresh to order in a pan, amazingly soft, crunchy, buttery and extra cheesy, each bite of Pan Pizza promises to tantalize your taste buds.

**Commenting on the new offering, Mr. Harneet Singh Rajpal, VP Marketing, Domino's Pizza India said,** "At Domino's we focus on introducing new and innovative products which are loved and enjoyed by all our patrons. The fresh Pan Pizza is the latest offering from Domino's Pizza in India. After the immense appreciation for the product which we (Domino's Pizza) received in many other countries where it is already launched, we are extremely thrilled to get fresh Pan Pizzas to India. Our research indicates that this Pizza is the tastiest Pan Pizza. We are confident that this new addition to our menu will be a hit with our consumers and keep them asking for more."

The Pan Pizza is available in medium size and can be clubbed with all existing topping combinations. Domino's also has exciting offers for its customers on the purchase of Pan Pizzas. On the purchase of one Pan Pizza you get 50% off on the second pizza of the same or lesser value.

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

**Speaking on the new TVC's Mr. Harneet Singh Rajpal says, "Both** our commercials are based on real life situations which bring forth the urge and desire in people to have the soft, buttery, crunchy Pan pizza leaving aside whatever they are doing. Football players and actors from a college play run away from their game and performances in order to cherish the taste of the new Pan Pizza. Keeping in focus the brand's positioning on relationships, the new innovative product brings together people in a funny and mischievous way to enjoy their naughty 'pizza' moments together".

The films have been conceptualized by Contract Advertising and directed by Nikhil Rao of Jamic films.

This new campaign is also supported by digital media, in store print elements like DHs, Translites, Banner, etc.

**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 650 Domino's Pizza restaurants (as of 31 October 2013) across 137 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 Euromonitorreport 2013). The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 19 Dunkin' Donuts restaurants in India (as of 31 October 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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