



Get your Mojo Back at Dunkin' Donuts!!

New Delhi, December 12, 2013:-Dunkin' Donuts India announced the launch of a new positioning in India focusing on the urban youth consumer. Captioned, "Get your Mojo back", this initiative is aimed to make Dunkin' Donuts stronger placed in the sweet spot between the QSR and the Café markets. Dunkin' Donuts India has launched a slew of new products to bring alive the new initiative and plans a host of initiatives going forward.

Speaking on the launch of the new campaign, Mr. Dev Amritesh, President and COO, Dunkin' Donuts India, Jubilant FoodWorks said "Our research shows that the discerning urban youth is evolving rapidly. After more than a decade of consuming QSR brands, a new segment within the young adults has emerged, who find existing QSR brands to be infantile and not for them. At the same time they find cafés not being suitable for food consumption and more appropriate as a space for social occasions. Dunkin' Donuts in India is designed for these consumers. Our new "**Get your Mojo Back**" positioning is a reflection of our desire to give our consumers an offering that helps them fight the programmed nature of their lives".

*"One of the ways is to give them new, evolved products. For e.g. we've used "yam patty" and "a traditional mustard sauce recipe" along with a rugged bagel bun to create a "**Tough Guy Burger**". Not just this, but we have several other new products like, "Alive by Chocolate Donut", "Mutton Burger", "Corn and Cheese Burger" and so on. All the new products have a much higher degree of complexity, drama and almost gourmet like values compared to what's available in the QSR market. All these are designed to give our consumers an indulgent fix and pamper them so that they can get back in the game".*

He further added,"*This is just the start of a new journey for Dunkin' Donuts India. Going forward, this positioning will reflect in everything that we do, in our coffee, donuts, food - everything! Even the restaurant design is being evolved to reflect this thinking."*

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 Euro monitor report 2013). The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 21 Dunkin' Donuts restaurants in India (as of 12th December, 2013).

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

For further media queries please contact:-

Sylvia Dutta
Corporate Communications
Jubilant FoodWorks Limited
+91 -99586-94506

Priyama Pandey
Senior Image Manager
Perfect Relations
+91-98710-75617