

## **Domino's Pizza celebrates another landmark Brings Pizza Theatre experience to Pune!**

**Pune, January 9, 2014:** *Domino's Pizza*, India's Pizza Delivery Expert and market leader in the organized pizza home delivery segment today inaugurated its Pizza Theatre restaurant at Mariplex Mall, Kalyani Nagar, Pune. This new landmark restaurant brings to the city the new "Pizza Theatre", concept by Domino's, featuring an open kitchen that brings theatrics and skill of pizza-making in front of guests and richer & warmer guest dine-in area.

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 restaurant across many international markets has been designed to enhance the consumer engagement and experience by having one of its kind open display kitchen and restaurant layout in the QSR category. It has been very well received across all the markets.

**Commenting on the new restaurant launch, Mr. Harneet Singh Rajpal, Vice President, Marketing, Domino's Pizza India** said *"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 Pune, I believe that consumers will enjoy the dine-in experience at our restaurants even more. We are very delighted to bring to Pune 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 going forward".*

### **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 31st 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 12<sup>th</sup> December, 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)**

**For further media queries please contact:-**

Sylvia Dutta  
Corporate Communications  
Jubilant FoodWorks Limited  
+91 -9958694506

Shreya Ganguly  
Perfect Relations, Gurgaon  
+91- 9971286764  
shreya@perfectrelations.com