



Domino's Refreshed!!! 10 new Pizzas addition makes the brand more exciting

New Delhi, June 25, 2014: In yet another scrumptious and appetizing addition to its mouth-watering delectable menu, *Domino's Pizza*, brings to its consumers in India the new *Refreshed Menu* with a variety of new offerings in both the vegetarian and non-vegetarian segments. The introduction of these *Ten* new varieties of *Pizzas* is aimed at giving pizza lovers more reasons to celebrate and rejoice in their daily lives.

The pizzas introduced in the vegetarian category are *Veg Hawaiian Delight, Spicy Triple Tango, Veggie Paradise, Cloud 9 and Chef's Veg Wonder*. The non-vegetarian varieties include *Chicken Salami Special, Chicken Hawaiian Twist, Chef's Chicken Choice, Seventh Heaven and the Chicken Dominator*. The added treats are priced at the same rates as that of regular, medium and large classic hand tossed pizzas in the existing categories in which the pizzas have been introduced. They will be available in all existing crusts - Classic Hand Tossed, Thin Crust, Fresh Pan and Cheese Burst across all sizes regular, medium and large.

Commenting on the new campaign for the Refreshed Menu, Mr. Harneet Singh Rajpal, Vice President, Marketing, Domino's Pizza India said, "Domino's has always taken pride in providing innovative products to all consumers who have been extremely experimental in terms of their taste preferences. We have been launching new Crusts and Sides & Desserts over the years but have not really done many changes to our pizza combinations offerings. This is after a very long time that we are using new toppings and combinations to launch ten new pizzas. The objective is to refresh the Pizza menu offering and make it more exciting for our consumers to continue enjoying Domino's Pizzas. Adding new pizzas to the menu serves as a trigger for consumers to find more moments to eat out and creates time for further rejuvenating the relationships & bonds with loved ones. We are confident that this complete Refresh of our menu will be a hit with all of them and keep them asking for more."

The campaign is supported by --- new TVC's, Translites, Dangers and various social media promotions.

Speaking about the TVC, Mr. Rajpal said, "We wanted to present a fresh clutter breaking take on the exciting new pizza range. The exotic Pizzas like the Seventh heaven, Cloud 9, Spicy triple tango, Chicken Dominator etc can become popular sub brands in themselves for Domino's much like the Cheese Burst Pizza or Choco Lava Cake; so the communication was designed around the name play of these exotic pizzas so that they get etched in consumers mind. The clutter breaking creative ideas are brought to live with a campaign of 3 interesting TVC's which are centered around the name of these pizzas and exciting topping combinations. All the 3 TVC's are a visual treat and great fun to watch as they juxtapose something really unimaginable & bit stupid against something very delicious & exciting."

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 749 Domino's Pizza restaurants across 152 cities (as of 19 May, 2014). The Company & its subsidiary have the exclusive rights to develop and operate Domino's Pizza brand in India, Sri Lanka, Bangladesh and Nepal. At present it operates in India and Sri Lanka. The Company is the market leader in the organized pizza market with a 67% market share in India (as per latest Euro monitor report). The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 29 Dunkin' Donuts restaurants across 10 cities in India (as of 19 May, 2014).

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