



Domino's Pizza makes Raksha Bandhan even more Special for Sisters and their Brothers!

New Delhi, August 25, 2014: Continuing with its promise of making each occasion even more special and memorable, **Domino's Pizza** India rolled out a nation-wide campaign that gave sisters across the country an opportunity to do something special for their brothers. Realizing that in this fast-paced world where people have very little time and even opportunity to get together with their loved ones, Domino's Pizza used the power of social media to connect brothers and sisters, thus making sure that this initiative reached as many people as possible.

Taking forward the brand's positioning of "Ye hai rishton ka time" - Domino's Pizza rolled out the #LastMinuteRakhi initiative on social media. On the 5th of August 2014, the Fans and Subscribers of the Domino's Pizza India Facebook fan page and the Twitter handle @dominos_pizza received a teaser update regarding #LastMinuteRakhi. On the 6th of August 2014, the (#LastMinuteRakhi) initiative was launched that invited sisters to write in and talk about "What makes your relationship with your brother special? If your reason is extraordinary, we'll surprise him with Domino's #LastMinuteRakhi - A beautiful Rakhi packed with a Medium Veg Pizza, a Coke and a delicious Choco Lava Cake, all for free!"

Sisters across India sent in beautiful stories about what makes their relationship with their brother(s) special. Within 3 days, the campaign generated heart-warming conversations in the form of Likes, Shares, Comments, Tweets and Retweets. #LastMinuteRakhi enjoyed top attention on Twitter and was trending at #1 position on all India trends.

On Raksha Bandhan, Domino's Pizza made 50 special deliveries, to the brothers of the "LastMinuteRakhi social media contest winners". The special deliveries included a Rakhi accompanied with a complimentary meal combo comprising of Domino's' signature Pizza, a bottle of Coke and a Choco Lava cake. Domino's Pizza leveraged its robust delivery mechanism to ensure that the Rakhi reached the brothers on the day of Raksha Bandhan.

Speaking on the unique initiative, Mr. Harneet Singh Rajpal, Senior VP- Marketing, Domino's Pizza India, added, "Domino's Pizza has always been synonymous with happiness and creating time for strengthening relationships. In India, festivals are that special time of the year when people get to spend time with family and celebrate together. The brother-sister bond is a very beautiful and special one which has its own share of fun, fights and love. The #LastMinuteRakhi initiative launched by us was an endeavor to celebrate this invaluable relationship and make it stronger and deeper. And we added what we are best at, because in India no celebration is complete without food.

We've been overwhelmed with the response that this initiative has got and it reflects both – the importance of this festival for sisters, and their relationship with Domino's as well, to allow us to be a part of the relationship in whatever little capacity," he added.

Commenting on the campaign, Abhishek Chaswal, VP and Senior Creative Director, Contract Advertising India - The creative agency that conceptualized the campaign added, "Cracked just in time before rakhi, this proactive idea of Domino's sending a #LastMinuteRakhi to brothers across India, is a perfect example of how a pizza brand built on the platform of relationships can deliver more than just pizzas. Looking forward to generating more such delightful opportunities for the brand and its fans."

"The brand Domino's is centred on rejuvenating relationships and the idea of surprising brothers on Raksha Bandhan with a delicious meal along with rakhi from Domino's was a perfect fit. The genesis of the idea lay in the core promise of 30 minute delivery by Domino's, thus ensuring that the sisters' love reached the brothers on this special day just in time. It surely left the brothers pleasantly surprised with their bond becoming a tad stronger!," **said Pooja Malhotra VP – Account Management Contract Advertising India.**

The campaign was conceptualised by Domino's Pizza India & Contract Advertising India.

Credits:

Domino's Pizza

VP Marketing: Harneet S Rajpal

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Films head: Sugato Roy

Social Media

Vivek Bahl (Go Vivek Go)

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 772 Domino's Pizza restaurants across 158 cities (as of 6 August, 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 chain pizza market with 70%+ market share in India (as per Euromonitor data published in 2014). The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 34 Dunkin' Donuts restaurants across 11 cities in India (as of 6 August, 2014).

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