



Domino's new Oven-baked Subwich, making the lunch more exciting!

New Delhi, October 22, 2014: Domino's Pizza, India's Pizza Delivery Expert and market leader in the organized pizza market is back with an even more mouth wateringly delectable offering with the launch of it's new ***Oven-baked Subwich***. The new product offering has been conceptualized with the aim of making the otherwise boring lunch options more interesting and enjoyable.

Domino's latest offering, the Oven-baked Subwich, is made with a delicious Chilli Jalapeno three Bean Patty (Veg) or the very juicy American herbed Chicken patty stuffed between the soft & freshly baked buttery crusts, with spicy smoked pepper relish & layer of exotic bell peppers, priced at Rs. 89/- only. The consumers have the option of buying a medium/large pizza with a Coke and get the new **Oven Baked Subwich** - Veg or Chicken - for Rs. 45/-. It is available for the consumers in both dine-in and delivery.

Speaking on the launch, Mr. Harnet Singh Rajpal, Senior Vice-President, Marketing, Domino's Pizza India, said, *"Indians love their food and also love experimenting with their food, and that love has led us to come out with some great innovative products in the past. We realized our consumers need for something exciting and new, and our product team came up with the new Oven Baked Subwich, an exciting answer to monotonous, boring lunch breaks. We hope that our consumers enjoy the new offering and share their valued feedback with us."*

Speaking on the new TVC, Mr. Rajpal, said *"The new Oven Baked Subwich has been conceptualized as a refreshing offering suitable for lunch time. The new TVC aims to convey that message while keeping intact Domino's Pizza's brand thought and the importance of relationships that runs across all our communication. The setting of the husband who is on a leave, trying to make lunch (unsuccessfully) while the wife in office orders a Subwich for lunch for herself and her husband, brings alive the communication tagline of 'ab lunch mein khud bhi khaiye, aur apnon ko bhi khilaye', establishing that the new Oven baked Subwich is always a good lunch option."*

The new product launch will be supported by a 360⁰ marketing campaign comprising of TV advertising and in-store collaterals like door hangers, banners, box toppers, danglers, translites, dine-in menus, standee and more.

The TVC has been conceptualised by Contract Advertising and directed by Jerald Packiasamy of Still Waters Films.

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 800 Domino's Pizza restaurants across 169 cities (as of 1 October, 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 36 Dunkin' Donuts restaurants across 12 cities in India (as of 11th September, 2014).

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