



Domino's Pizza Expands Presence in Rajasthan with Its Maiden Restaurant in Udaipur!

Udaipur, October 1, 2014: Domino's Pizza, India's Pizza Delivery Expert and market leader in the organized pizza market today inaugurated its first restaurant in Udaipur. The restaurant opened at one of Udaipur's most popular places, The Celebration Mall, on the ground floor, with much fanfare and celebrations.

A coveted tourist destination, Udaipur will now be able to offer its visitors from across the globe world-class delicacies from its scrumptious and elaborate menu. With the launch of its first restaurant, Udaipur now joins Jaipur, Kota, Bhiwadi, Alwar and Ajmer in the list of cities in Rajasthan that Domino's Pizza has presence in.

In the last one year, Domino's Pizza has aggressively strengthened its presence in tier II and tier III cities such as Bhiwadi (Rajasthan), Korba (Chhatisgarh), Rajahmundry (AP), Aligarh (UP), Hoshiarpur (Punjab), Belgaum (Karnataka), Dharamshala (HP), Rangpo (Sikkim). The brand has constantly focused on winning a loyal customer base across India through its tasty pizza offerings, unmatched delivery promise and warm guest service approach. This new restaurant marks yet another milestone in the journey of Domino's Pizza's pan-India expansion plans.

Commenting on the launch of the first restaurant in Udaipur, Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited said, *"Rajasthan is an important state for Domino's Pizza and we are focused on expanding our footprint in the region. The opening of our first restaurant in Udaipur is an important moment for the brand and we are extremely happy to be expanding our footprint on way to achieving our ambition of being in the vicinity of every pizza lover in the country. We would like to thank all our loyal customers, whose love and loyalty for the brand, has been our constant motivation in this success journey and we are confident that we will become the restaurant of choice for all pizza lovers across Udaipur."*

Speaking on the occasion of the launch of the restaurant, Mr. Harneet Singh Rajpal, Senior Vice-President-Marketing, Domino's Pizza India said, *"Udaipur is a tourist hub and a very important one at that. The city attracts visitors from all across the globe, and has been evolving at a fast pace due to the development of support ecosystem to aid tourism. We are sure Consumers in Udaipur across all age groups will be fast embracing pizza time as the easiest and best way to spend memorable moments with family and friends. We will keep offering the consumers more choices and better service to make their memorable moments even more memorable."*

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 1st 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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For more updates and information on the Company, please log on to www.jubilantfoodworks.com; www.dominos.co.in

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