



## **Domino's Pizza penetrates deeper in the Indian Heartland opening it's first restaurant in Gorakhpur!**

*- Announces a 30-day long celebration campaign, giving more reasons to the city folks to celebrate this festive season -*

**Gorakhpur, 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 Gorakhpur. This restaurant is opened in BKD Square, first floor, 10 Park Road, Civil Lines- Gorakhpur with much fanfare and celebrations.

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 Gorakhpur, Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited said,** *"The opening of a restaurant in Gorakhpur is a landmark moment for the brand and we are extremely happy to be expanding our footprint to newer cities. Our aim is to make sure that we are in the vicinity of every pizza lover in the country. This expansion further into the state of Uttar Pradesh will also help us provide a better and improved consumer experience and will continue to build new benchmarks in consumer satisfaction. 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."*

**Speaking on the occasion of the launch of the restaurant, Mr. Harneet Singh Rajpal, Senior Vice-President-Marketing, Domino's Pizza India said,** *"Every restaurant that we launch in a new city brings us closer to our consumers and helps us deliver the best of our products and services to them. Over the last decade, we have been the fastest growing food service company in India and have successfully pioneered innovative concepts and products for the Indian taste palette. I would like to thank all our consumers who have shown immense love and support for us and our brand. I hope that this new restaurant helps all the pizza lovers in the city to celebrate their moments of happiness and create wonderful memories with their loved ones."*

### **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).

Corporate Identification No: L74899UP1995PLC043677

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**For more updates and information on the Company, please log on to [www.jubilantfoodworks.com](http://www.jubilantfoodworks.com); [www.dominos.co.in](http://www.dominos.co.in)**

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