



Press Release

Dunkin' Donuts makes a grand entry in Pune!

Pune, December 27, 2014: Dunkin' Donuts (DD), the world's leading doughnuts, baked goods & coffee chain, today made a grand entry into the second largest city of Maharashtra by launching its first restaurant in Pune.

Dunkin' Donuts launched in Pune with a swanky restaurant at the posh Phoenix Market City Mall.

Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited, while speaking at the launch said, "After making an amazing connection with young adult consumers in key cities of the country like Mumbai, Delhi and Bangalore, we are extremely excited to enter the eighth largest metropolis city in India and the second largest city in the state of Maharashtra, Pune.

We got an overwhelming response when we first entered the state of Maharashtra, by opening our first restaurant in Mumbai. Pune, being an IT and education hub of the country, attracts students and professionals from across the globe. Hence, being the youth capital of the country, the consumer mindset fits in very well with the new food culture which we want to develop in the country.

Today, as we open our 45th restaurant in India, we have plans to expand, through the year, across North, West and South India. With the evolution of the new age consumer, who find the concept of a QSR very infantile; we feel very confident that Dunkin' Donuts will connect with them very strongly with its unique positioning in the Indian Food Service Industry."

Speaking on the launch of the first restaurant in Pune, Mr. Dev Amrithesh, President and COO, Dunkin' Donuts India, said, "After the overwhelming love and the amazing response we have received from Dunkin' lovers in a lot of key markets in the country, we have now decided to expand further into more exciting markets of West India. The opening of our newest restaurant in Pune strengthens our footprint in the western part of the sub-continent. We are confident that with the differentiated, all day part food and beverage menu that we offer, consumers in Pune will love Dunkin' Donuts."

He further added, "At Dunkin', we invite consumers to 'Come to Dunkin' and 'Get your Mojo Back'. Our signature products such as the Tough Guy Burger, Wicked Wrap, Stirr'accino Coffee, Alive by Chocolate Donut, Spiked Iced Tea and the newly launched Naughty Lucy Burger-do just that, put the MOJO back into our consumers. Right from the evolved conversational restaurant design, to our signature products to the chilled out experience, everything is crafted around the evolved urban young adult consumers."

About Jubilant FoodWorks Limited:

Jubilant FoodWorks Limited (JFL/Company) is part of Jubilant Bhartia group and India's largest foodservice Company, with a network of 831 Domino's Pizza restaurants across 180 cities (as of 27th December, 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 chained 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 45 Dunkin' Donuts restaurants across 17 cities in India (as of 27 December, 2014).

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