



Press Release

Jubilant FoodWorks Limited Lends Support to Traffic Police Authorities to Promote Road Safety Awareness

- *Launches "Zebra Line Mascot" to create awareness about Zebra Crossings and Pedestrian Safety*
- *Domino's Pizza and Dunkin' Donuts employees volunteer to spread awareness during National Road Safety Week*

New Delhi, January 16, 2015: Jubilant FoodWorks Limited (JFL), India's largest Food Service Company, continued its commitment to Road Safety by lending support to Traffic Police Authorities across Delhi, Ahmedabad and Indore to increase awareness on Road Safety.

The company has partnered with the Delhi Traffic Police during the National Road Safety Week (January 11-17) to educate pedestrians and vehicle drivers on the significance and proper use of Zebra Crossings for pedestrian safety. On the recommendation of senior personnel from the Delhi Traffic Police Jubilant FoodWorks also launched the "Zebra Line Mascot" for creating awareness about Zebra Crossings and Pedestrian Safety.

The Zebra Line Mascot was launched at India Gate by **Mr. Anil Shukla, Jt. Commissioner, Delhi Traffic Police**, in the presence of senior officials from Jubilant FoodWorks and Delhi Traffic Police. Two Domino's Pizza volunteers, in the role of the Zebra Line Mascot, tried to create awareness on the subject by helping people cross roads on Zebra lines.

The Zebra Line Mascot initiative works in the following 2 ways:

- 1) Guiding pedestrians to use the Zebra crossing
- 2) Sensitizing vehicle drivers to respect the pedestrians and Zebra crossing

On January 11, 2015, 100 Domino's Pizza volunteers kick-started the National Road Safety Week campaign by creating awareness at traffic junctions identified by the Delhi traffic Police across the city. Domino's Pizza and Dunkin' Donuts volunteers will continue to create awareness on Road Safety through leaflets, banners and placards on the importance of Zebra crossing and Road Safety.

Launching the Zebra Line Mascot, Mr. Anil Shukla, Jt. Commissioner, Delhi Traffic Police, said, "We appreciate this initiative of Jubilant FoodWorks Ltd. of launching the "Zebra Line Mascot" for increasing awareness about Zebra line crossing and pedestrian use".

Speaking on the occasion, Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited, said "We have always tried to lend our support to the cause of Road Safety and have been encouraged by the Delhi Traffic Police for greater participation each time. The Zebra Line Mascot is an initiative to remind pedestrians and vehicle owners of the already existing safety rules and procedures constituted by the Traffic Authorities for their safety and well-being. The Jubilant family members are excited to educate their fellow Indians on road safety and are volunteering across various cities to spread awareness for the cause."

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 27 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).

Corporate Identification No: L74899UP1995PLC043677

Investor e-mail id: investor@jublfood.com

Website: www.jubilantfoodworks.com, www.dominos.co.in, www.dunkinindia.com

For further media queries please contact:-

Sylvia Dutta
Corporate Communications
Jubilant FoodWorks Limited
+91-9958694506

Akash Batra
Associate Director
Perfect Relations, Gurgaon
+91 9999786118
abatra@perfectrelations.com