



PRESS RELEASE

Jubilant FoodWorks Launches "Be The Change": A Nationwide Movement on Cleanliness through Behavioral Change!

- ***"Be The Change" aims at ushering a behavioral transformation towards personal hygiene and Cleanliness among Indians***
- ***Mr. Arun Jaitley, Honorable Finance Minister, present at the "Swachhta Diwas" celebration marking the movement's launch***
- ***All 27,000+ employees of Jubilant FoodWorks pledge to inspire change at ceremonies across all major cities***

New Delhi, June 2, 2015: Jubilant FoodWorks Limited (JFL), India's largest Food Service Company, embarked on a new journey today to support the national "Swachh Bharat Abhiyan" agenda. Realizing the importance of individual ownership and the correct attitude towards taking responsibility, the Group has envisioned **"Be The Change"** – a nationwide attempt to inspire behavioral change aimed at supporting the Swachh Bharat Abhiyan, starting with the immediate vicinity of own restaurants.

The announcement was made at the *Swachhta Diwas* celebrations - a program designed to celebrate the spirit of behavioral change – in the presence of **Mr. Arun Jaitley**, Hon'ble Finance Minister, **Mr. Shyam S. Bhartia**, Chairman & **Mr. Hari S. Bhartia**, Co-Chairman, Jubilant FoodWorks Limited, **Mr. Ajay Kaul**, Chief Executive Officer, Jubilant FoodWorks Limited, heads of the other Jubilant Group companies, and volunteers from the Jubilant FoodWorks family. Swachhta Diwas was celebrated by Domino's Pizza and Dunkin' Donuts employees along with local stakeholders across various cities, where the teams pledged to be change agents and taking the movement forward.

"Be The Change" is a movement that showcases the commitment of Jubilant FoodWorks as well its 27,000+ employees of Domino's Pizza and Dunkin' Donuts to become change agents and drive awareness among the citizens of the country towards individual ownership and responsibility towards keeping one's immediate surroundings clean. The initiative aims at bringing about a behavioral change among the various segments of the society to enable a holistic transformation.

To facilitate behavioral change, Jubilant FoodWorks has devised multiple programs targeted at the various stakeholders of the society that are at a different level of consciousness about their responsibility towards hygiene and cleanliness. The organization will conduct continuous consumer dialogue at the retail level to keep educating consumers about personal hygiene and cleanliness. It will also run a rag-pickers development program for the social upliftment of rag picker families in Delhi, Mumbai and Kolkata. Domino's Pizza and Dunkin' Donuts employees will hold awareness camps in schools to propagate this agenda among school children. Jubilant FoodWorks will also install dustbins and build toilets in public places to enable people to keep their surroundings clean.

Announcing the launch of the movement, Mr. Shyam S. Bhartia, Chairman and Mr. Hari S. Bhartia, Co-Chairman, Jubilant FoodWorks Limited said, "It gives us immense pleasure to launch the campaign in the presence of our Finance Minister, Mr. Arun Jaitley, encouraging the masses in the direction of a clean India. We feel very proud at the onset of this new journey that aims to support the



mission of "Swachh Bharat Abhiyan" concentrating on the urban establishments of the country. We at Jubilant FoodWorks, commit the collective power of 27000+ of our associates in keeping the vicinity of our restaurants clean and also seeking the support of the residents living in the communities around us, to make it a success. We are very determined to accomplish our indomitable attempt to promote the cause and we hope we will succeed in this action of making the nation conscious about the behavioral change towards hygiene."

Addressing the attendees Mr. Ajay Kaul, Chief Executive Officer, Jubilant FoodWorks Limited said, "We have vowed to influence a nationwide change and all our internal stakeholders are determined to achieve the goal that we have set for ourselves. Today's launch is our first step towards bringing the entire community together on a common platform, engaging them with different activities promoting the core motto of behavioral change. We serve more than 1.5 Crore households in the neighborhood communities of our 950+ restaurants across 203 cities and we will be leveraging our vast reach to create awareness about the #Be the Change among the consumers. Jubilant FoodWorks employees will volunteer to implement the multiple programs targeted at various segments of the society and will put in over 300,000 man-hours, through the year, to help the campaign achieve its goal."

About Jubilant FoodWorks Ltd:

Jubilant FoodWorks Limited (JFL/Company) is part of Jubilant Bhartia group and India's largest food service company, with a network of 897 Domino's Pizza restaurants across 203 cities (as of June 2, 2015). 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 Euro monitor data published in 2014). The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 57 Dunkin' Donuts restaurants across 21 cities in India (as of June 2, 2015).

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