



## **Domino's Pizza and Dunkin' Donuts Employees Keep up the Tradition of Post Visarjan Cleaning**

*'Over 1100 employees start their day by cleaning up beaches in Maharashtra and Central India'*

**Mumbai, Monday, 28 September, 2015:** Over 1100 employees of Jubilant FoodWorks (JFL), the master franchisee for Domino's Pizza and Dunkin' Donuts in India, came together as part of the organization's ongoing **"Be The Change"** campaign – a long-term sensitization program towards ensuring a clean India - to demonstrate their commitment and responsibility towards maintaining the environment.

Ganesh Chaturthi, the most important religious festival in Western and Central India, culminated on Sunday, September 27, 2015 with the Visarjan of Ganesha idols. Several thousands of Ganesha idols were immersed in water bodies throughout Maharashtra and Central India leading to the accumulation of flowers, coconuts, plastic bags, food packets and other residue by the festival revellers. Committed to keeping the environment clean, Domino's Pizza and Dunkin' Donuts employees from the nearest restaurants started their day by cleaning the debris around Juhu beach and ensuring that the beauty and hygiene of the water body was restored for the citizens to enjoy their walks in the usual fashion.

Jubilant FoodWorks employees cleaned 18 locations across Maharashtra and Central India in cities such as Mumbai, Nasik, Aurangabad, Kolhapur, Solapur, Satara, Nagpur, Goa, Daman, Ahmedabad, Surat, Vadodara and Jabalpur.

**Speaking on the occasion, Mr. Ajay Kaul, Chief Executive Officer, Jubilant FoodWorks Limited said,** "All employees of Jubilant FoodWorks are committed to bringing about behavioural change in their fellow Indians by raising awareness around cleanliness and hygiene. JFL's 'Be The Change' initiative is a continuous, conscientious step towards fulfilling that commitment. Our teams have been engaged in cleaning the beaches post Ganpati Visarjan for the past three years and each year we see greater participation and enthusiasm from the volunteers. I am proud that the Jubilant FoodWorks family has once again led by example by devoting their time towards cleaning the beaches - a demonstration of their will to #BeTheChange that the society needs."

### **About "Be The Change":**

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 for keeping one's immediate surroundings clean. The initiative aims at bringing about behavioural change among the various segments of the society to enable a holistic transformation. The movement was launched by Shri Arun Jaitley, Hon'ble Finance Minister, on the occasion of *Swachhta Divas* where the 27,000+ employees of Jubilant FoodWorks in over 200 cities pledged to keep their surroundings clean and bring about a behavioural change.



**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 921 Domino's Pizza restaurants across 209 cities (as of August 13, 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 ~72% market share in India (as per Euro Monitor Consumer Food Service Report, 2015). The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 61 Dunkin' Donuts restaurants across 21 cities in India (as of August 13, 2015).

Corporate Identification No: L74899UP1995PLC043677

Investor e-mail id: [investor@jublfood.com](mailto:investor@jublfood.com)

Website: [www.jubilantfoodworks.com](http://www.jubilantfoodworks.com), [www.dominos.co.in](http://www.dominos.co.in), [www.dunkinindia.com](http://www.dunkinindia.com)

**For more information, please contact:**

**Jubilant FoodWorks Limited**

Sylvia Dutta

Corporate Communications

+91 9958694506

**Perfect Relations**

Akash Batra/ Manash Pratim Deka

[abatra@perfectrelations.com](mailto:abatra@perfectrelations.com) / [mdeka@perfectrelations.com](mailto:mdeka@perfectrelations.com)

+91 9999786118/ +91 9953970829