

## PRESS RELEASE

### Domino's Pizza Celebrates Navratri with an all-Vegetarian Menu

*"164 Domino's Pizza restaurants across the country to serve 100% vegetarian food during Navratri"*

**October 14, 2015:** Underlining its undying commitment to offer its consumer greater choice and freedom, India's largest Pizza delivery chain, Domino's Pizza, today announced a special treat for pizza lovers for the upcoming Navratri season. The country's most loved Pizza brand announced serving 100% Vegetarian menu across selected **164** of its restaurants in India.

Customizing the menu to suit the consumers' preferences during Navratras, select Domino's Pizza restaurants across Maharashtra, Delhi, Gujarat, Madhya Pradesh, Uttar Pradesh, Haryana, Rajasthan and Chhattisgarh will offer a 100% Vegetarian menu to give consumers the freedom to enjoy their pizzas without any inhibitions. The restaurants have been selected based on the profile of consumers in the catchment areas of that restaurant.

**Announcing the initiative, Mr. Ajay Kaul, Chief Executive Officer, Jubilant FoodWorks Limited, said,** "Navratras mark the beginning of the festive and feasting season in India and we thought that it would only be fitting that consumers had greater options and freedom to enjoy their favourite food with their families during Navratras. However, we have observed over time that some consumers postpone their eating out plans during the Navratras following certain traditional beliefs. We understand and respect their values and this small initiative of ours is aimed at giving them the freedom to satiate their taste buds while fully adhering to their customs and beliefs."

*"We hope that the 100% Vegetarian menu at the selected restaurants, will allow more families to enjoy the festival season in its true spirit," he added.*

As part of this industry-first initiative by any pizza chain, these 164 restaurants will serve fully vegetarian menu from the 13th of October to 21st of October, 2015. Consumers can now dine-in at these restaurants or place an order for the 100% Vegetarian menu through mobile app, online and over phone.

#### **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  
[abatra@perfectrelations.com](mailto:abatra@perfectrelations.com)  
+91 9999786118