

## **Vikas Khanna partners with Domino's Pizza to launch "The Milk Moustache"**

**Noida, 14<sup>th</sup> November, 2015:** The Michelin Star Chef Vikas Khanna has come up with his second children's storybook, "**The Milk Moustache**" and has associated with Domino's Pizza, the market leader in the organized pizza space in India to launch the book. The book was launched by the celebrated chef at an event organized at a Domino's Pizza restaurant on the occasion of Children's Day.

The "Milk Moustache" is a delicious tale served up by Chef Vikas Khanna. The story talks about an incident when the children of the village refuse to drink milk one day, it makes Kali the cow very sad and it is up to Jassi, the local milkman's daughter and Kali's best friend, to find a way to end the milk strike and lift Kali's spirits again. The book is sumptuously illustrated and simply told, a heart-warming tale of goodwill and friendship is chock-full of Vikas Khanna's trademark appeal.

**Launching the book at one of Domino's Pizza restaurant in Delhi, Chef Vikas Khanna said, "I feel excited launching the second book on the occasion of Children's day. The theme of the book is a topic which every household in India will identify with. Children not drinking milk is a problem faced by every parent. I will continue to write books for children, as it gives me immense pleasure and keeps the child inside me alive. I would also like to appreciate the great support I have received from Domino's Pizza in launching the book. They have always been supportive and appreciative of my work. I look forward to continuing this successful association and take it to newer heights.**

**Speaking at the launch, Mr. S Murugan Narayanaswamy, Senior Vice President Marketing, Domino's Pizza India said "We are extremely delighted to partner with Chef Vikas Khanna for this project and are proud to showcase his exceptional initiative through this book for children. This is our second collaboration with internationally acclaimed Chef. Recently, we collaborated to create our latest Italian range of pizzas for the Indian pizza lovers. Chef Khanna's international experience coupled with the insights of our chefs has resulted in a range that sets itself apart. This range of authentic Italian pizzas has been accepted by the consumers very well."**

"Chef Vikas Khanna is the correct choice for our collaboration, considering his in depth understanding of international and Indian food habits. Moreover, Indian consumers connect with him very well", he added The Book "Milk Moustache" will be available from 14<sup>th</sup> November, 2015 in your nearest bookshops, will cost, Rs. 299/-.

### **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 959 Domino's Pizza restaurants across 218 cities (as of November 5, 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 67 Dunkin' Donuts restaurants across 23 cities in India (as of November 5, 2015).



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