

## **Domino's Pizza India announces Technology Partnership with Zippr**

*- Aims at making online ordering even more convenient for consumers -*

**Noida, November 19, 2015:** Domino's Pizza India, India's largest Pizza Chain has partnered with Zippr, a Hyderabad based startup that is solving the problem of complex addresses. This partnership will allow Domino's Pizza consumers to seamlessly share their address during checkout on Domino's Pizza's online ordering platforms.

Zippr has found a unique solution to India's address woes. It has a 8-character code called a 'Zippr' that replaces the 4-line address and enables anyone to use it to share with Emergency services, E-Com, Food Delivery and every place you potentially need an address. Domino's Pizza users can now simply enter a Zippr code to checkout instead of entering a 4-line address. The integration is being launched for users in Delhi-NCR and will be rolled out in other cities in the next 15 days. This integration is already active on the Domino's Pizza's mobile App and mobile web platforms, with the plan to roll out to various platforms including call center by the end of the year, enabling consumers to give a Zippr over a telephone order instead of explaining an address.

***Speaking on the occasion, Mr. S Murugan Narayanaswamy, Senior Vice President Marketing, Domino's Pizza India said, "Delivery constitutes a significant part of our overall business and within that, the share of online ordering (OLO) has been growing the fastest. Realizing that smart devices and laptop screens have become a major touch point for our consumers to reach us, we are investing heavily in technology and exploring all possibilities that enable us to offer better service, while providing the consumers a better experience each time they interact with Domino's Pizza. The partnership with Zippr is a step in the same direction. We expect the new feature to help our consumers to place an order with added convenience, making the overall delivery process even better."***

***Commenting on this partnership, Aditya Vuchi, Founder & CEO, Zippr said "This is really exciting for us at Zippr, this partnership will enable our consumers to use Zippr on Domino's checkout. As we continue to build a standardized address platform we are in late-stage talks with other companies in the Food and E-Com space to enable faster checkout for their consumers and also solve their last mile logistics problems, helping save costs and providing better consumers experience. Our mission is to empower every Indian with a Zippr, and we strongly believe that day is not too far way."***

### **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).



## **About Zippr**

Zippr is a new address format that solves the problem of explaining complex addresses in India. It is a location management platform that allows users to create, manage and share personal or business locations through a unique code (called a Zippr) i.e. GTXU2727

Corporate Identification No: L74899UP1995PLC043677

Investor e-mail id: 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