



Press Release

Domino's Pizza launches "BurgerPizza" ! Looks like a Burger, Tastes like a Pizza

Noida, July 13, 2016: Domino's Pizza India, market leader in the chained pizza segment, today announced a significant new innovation for the Indian market – the **BurgerPizza!** The new BurgerPizza is an exciting innovation from Domino's and is a result of the Company's focus on innovation and growth.

With a wide menu of Pizzas, baked side snacks and desserts, Domino's enjoys a strong position across most consumption occasions. With the BurgerPizza, the Company aims to grow its share in the '*all day, individual consumption*' occasion and further grow its share of the chained Indian Food Service Industry that is pegged to grow three-fold to INR 25,000# crore within five years.

Announcing the new offering, **Dev Amritesh, President & Chief Business Officer, Domino's Pizza India, said,** "Our category is segmented by occasions. We dominate the 'shared meal-replacement' occasions with our core Pizzas. The 'all day, individual consumption' occasion is an opportunity that we see as being incremental to our business. The BurgerPizza is our offering for this opportunity."

"This is also our attempt to create a new category and bring Pizza-ness in a consumption segment that is addressed by Burgers and Sandwiches. Unlike other Burgers, the BurgerPizza is comfort food, full of Pizza goodness and has been specifically designed for the Indian palette," he added.

S. Murugan Narayanswamy, Senior Vice President Marketing, Domino's Pizza India, said, "The BurgerPizza is different from conventional Burgers in many ways. Instead of using fried ingredients, the BurgerPizza has oven-baked ingredients. It is made with generous fillings of herbs and vegetables, tomato sauce, mozzarella cheese and soft buns, all oven baked together to perfection, adding a touch of Pizza Goodness. It is this Pizza Goodness that will be at the core of our marketing strategy. We aim to address the desire for a burger through a new kind of pizza, the BurgerPizza."

Starting at **INR 89**, the BurgerPizza range is available in two vegetarian and two non-vegetarian variants at the 1000+ Domino's Pizza restaurants across India. The BurgerPizza is also available for ordering on the Domino's online ordering website and the Domino's Pizza mobile app.

#As per a recent report by ASSOCHAM



About Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL/ Company) is part of Jubilant Bhartia Group and India's largest food service company, with a network of 1039 Domino's Pizza restaurants across 240 cities (as of May 28, 2016). The Company & its subsidiary has 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 also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 74 Dunkin' Donuts restaurants across 24 cities in India (as of May 28, 2016).

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