

Press Release

Domino's Pizza celebrates Navratras with all new Navratra Menu

459 restaurants to be converted 100% vegetarian during this festive period

Noida, October 03, 2016: Committed to providing greater choice and freedom to its guests, Domino's Pizza India, the leader in the chained pizza segment, today, announced a unique Pizza combo for the Navratras. The latest innovative offering by the country's most beloved pizza brand includes a 100% Vegetarian Pizza, Sago Pudding and Sabudana Crispies.

The new "Navratra Pizza" is made of water chestnut flour ("Singhada atta") and white millet flour ("samak ke chawal ka atta"). It is topped with fresh mozzarella cheese, paneer, tomatoes and crunchy sabudana, with a layer of fresh tomato sauce, made with rock salt and without onion & garlic. The Sago Pudding is a sweet dessert made of milk and sabudana, topped with blueberries. The Sabudana Crispies and Tangy Tamarind dip will be served in a box containing three pieces of the product.

Speaking on the occasion, Mr. Dev Amritesh, President & Chief Business Officer, Domino's Pizza India, said, *Navratras mark the beginning of the festive season, during this period there is a significant reduction in consumption of non-vegetarian food. We are excited to be a part of this cultural phenomenon and have turned about half of our restaurants to 100% vegetarian for nine days. This initiative demonstrates that while we are a global brand, we are conscious about addressing the specific needs of the consumers' in India. Also, it was fun to test the versatility of Pizza while coming up with the 'Navaratra Pizza'.*

Mr. S. Murugan Narayanaswamy, Senior Vice President - Marketing, Domino's Pizza India, said, *"At Domino's Pizza, we have always believed in creating new occasions for pizza consumption. During Navratras, there is so much care consumers take on what they eat thus limiting food choices available. Domino's has launched the Navratra Pizza, a first of its kind innovation, to make available another tasty meal option to consumers during this festive period. The product has been conceptualized and developed keeping in mind consumer food preferences during this period. The Sabudana topping and the usage of Rock salt are some examples. We expect most consumers to try this novel offering during Navratras.*

During Navratras, Domino's Pizza will convert 459 of its 1062 restaurants to All-vegetarian restaurants from 1st October, 2016 till 10th October, 2016. These will be across cities in North and Central India, and some restaurants in Western part of the country. All the identified restaurants will serve the new Navratri Combo along with the other vegetarian items on the menu for the period. The menu will be available for dine-in as well as delivery (offline and online delivery).



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 1062 Domino's Pizza restaurants across 248 cities (as of September 3, 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 in India and has launched 73 Dunkin' Donuts restaurants across 23 cities in India (as of September 3, 2016).

Corporate Identification No: L74899UP1995PLC043677

Investor e-mail id: investor@jublfood.com

Regd. Office: Plot 1A, Sector 16A, Noida-201301, U.P.

Corp. Office: 5th Floor, Tower D, Plot No. 5, Logix Techno Park, Sector 127, Noida - 201304, U.P.

Website: www.jubilantfoodworks.com, www.dominos.co.in, www.dunkinindia.com

For more information, please contact:

Jubilant FoodWorks Limited

Sylvia Dutta

Corporate Communications

+91 9958694506

Perfect Relations

Rakesh Kumar Jha

+91 9873904595 | rjha@perfectrelations.com

Mansha Rahman

+91 9792938069 | mwaris@perfectrelations.com