



Press Release:

**Domino's launches new products designed for Foodies
– Quattro Formaggi Burst Pizza and Choco Pizza –**

New Delhi, December 06, 2016: Domino's Pizza India, the market leader in the chained pizza segment, has launched two new products – Quattro Formaggi Burst Pizza and the Choco Pizza.

Quattro Formaggi builds on the popular Cheese Burst pizza making it even more special with four cheese flavors. Gouda and Cheddar in liquid form for the molten cheese experience, Mozzarella for stretch and Ricotta for the fresh sign off to the palate.

The Choco Pizza is the first Dessert Pizza in the Domino's menu. It offers a delectable combination of Choco-brownie, Choco Cookie, Cheesecake and Coconut Nougatine topped with Choco Fudge sauce over a crispy baked wheat thin crust pizza base.

Quattro Formaggi is being offered as a crust platform and customers can have it with any of the existing topping combination with an addition of Rs. 99/- to the price of any medium hand-tossed Pizza. Choco Pizza will be available at the price of Rs. 199/-.

Announcing the new offering, Dev Amritesh, President & Chief Business Officer, Domino's Pizza India, said, *"We see a major evolution in India, the evolution of the FOODIE. Both the Quattro Formaggi Pizza and Choco Pizza are meant for our discerning FOODIE customers. For these foodies, their cheese and chocolate is not just about taste but also the stories in the different global trending flavors, textures, ingredients, mouthfeel and emotion. These are the type of consumers who inspire us. Both these delicious products are **made for foodies and made by foodies**"*

S. Murugan Narayanaswamy, Senior Vice President, Marketing, Domino's Pizza India, said, *"Both the Quattro Formaggi Pizza and Choco Pizza are about indulgence. Just right for the food that we look for in winters. While the Quattro Formaggi elevates the Cheese Burst Pizza, the Choco Pizza is a Pizza style sharable dessert option to our consumers. This launch will be supported by a 360-degree marketing campaign which includes TV, Online and Print. Rocky & Mayur, two famous FOODIES have been roped in as a part of the campaign"*

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 1085 Domino's Pizza restaurants across 251 cities (as of October 26, 2016). 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 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 October 26, 2016).

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