



## Press Release

### Domino's launches 'Everyday Value'

**Noida, April 19, 2017:** Domino's Pizza India has launched its a new Everyday value offer, where consumers can now get medium pizzas starting at Rs. 199, for pizzas that are priced at Rs. 295, when they buy 2 pizzas. This offer is available every day and does not require any coupon.

Speaking on the offer, **Mr. Dev Amritesh, President & Chief Business Officer, Domino's Pizza India said**, "We want to significantly increase the value for money for our consumers. Consumers who order 2 medium pizzas or more will find this offer just right for them. While Pizzas are consumed on special occasions, there are many more everyday pizza moments where consumers can now spontaneously order Domino's, without waiting for discount coupon or an offer day. We want consumers to order whenever their heart desires, "Jab Dil Bole Dominos".

**Mr. Murugan S Narayanaswamy, Senior Vice President, Marketing Domino's Pizza India said**, "The new 'Everyday Value' offers will provide pizzas at prices starting from just Rs. 199 /- each if the consumer buys 2 pizzas. We have also restructured our menu and introduced new pizzas into the menu and have included most of our pizzas in this new offer. Through this campaign, we expect consumers to increase their frequency of pizza consumption as well as bring in new customers to the category. We will promote this campaign with a nationwide 3'60-degree media plan including TV, Print, Radio and Digital Media. The TVC is on Air from 7<sup>th</sup> April 2017."

#### **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 1,111 Domino's Pizza restaurants across 260 cities (as of February 06, 2017). 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 68 Dunkin' Donuts restaurants across 19 cities in India (as of February 06, 2017).

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