



Press Release

Domino's Pizza becomes an official sponsor for Royal Challengers Bangalore

Noida, April 06, 2018: Domino's Pizza India, the market leader in chained pizza segment, has announced its association with Royal Challengers Bangalore (RCB) as an official partner for the upcoming T20 season.

Under the sponsorship, Domino's Pizza's logo will be visible on the non-leading arm of the RCB players. The brand will also get visibility in the stadium during RCB matches.

This is the first time that Domino's is participating in T20 season as a sponsor.

In order to amplify the sponsorship, Domino's Pizza will launch a strong television advertising campaign featuring key RCB players. In addition, Domino's will also use Digital marketing extensively to leverage the association. Towards that, the brand has also tied up with Hotstar, the Digital platform of Star, for driving visibility and customer engagement.

Announcing the partnership, Mr. Pratik Pota, CEO and Whole time Director, Jubilant FoodWorks Limited said, *"We are pleased to announce our association with Royal Challengers Bangalore for this T20 season. RCB is one of the most popular and charismatic teams having many prominent players and a huge fan base. We believe our association with the team will enable us to enhance our brand visibility and drive consumption during the coming cricket season".*

Royal Challengers Bangalore Chairman, Amrit Thomas said, *"We are delighted to welcome Domino's Pizza on board with us this season. A brand with the objective to inspire people to celebrate small moments of happiness creates a great synergy to the core purpose of Royal Challengers Bangalore. We look forward to them sharing a great T20 season with the team and all RCB fans."*

About Jubilant FoodWorks Limited:

Jubilant FoodWorks Limited (JFL/Company) is part of Jubilant Bhartia group and is one of India's largest food service Company, with a network of 1128 Domino's Pizza restaurants across 265 cities (as of January 19, 2018). 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 through its subsidiary in Sri Lanka. The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has 43 Dunkin' Donuts restaurants across 12 cities in India (as of January 19, 2018).

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