

Domino's Pizza Now in Bangladesh

Dhaka, 15th March 2019:

Domino's Pizza was officially launched today in Bangladesh with the grand opening of its first restaurant in Rangs Fortune Square, Dhanmondi, Dhaka.

Domino's Pizza entered Bangladesh via a joint venture between Jubilant FoodWorks Limited (JFL), one of India's largest food service companies, and Golden Harvest QSR Limited, a part of Golden Harvest Group. The brand will operate under the JV named Jubilant Golden Harvest Limited.



Domino's Pizza comes to Bangladesh with a menu that is a unique combination of some top international favorite pizzas along with pizzas that were developed specifically for Bangladesh. Customers will soon be able to enjoy hot and fresh pizzas either at the restaurant or in their homes, where the pizzas would reach them within 30 minutes.

Domino's Pizza will bring a strong focus on ensuring Value for money for its customers and towards that, it has an aggressive, value pricing starting Tk149 which will help grow the Bangladesh market by attracting many more new users into the category.

Speaking at the launch Mr. Shyam S. Bhartia, Chairman and Mr. Hari S. Bhartia, Co-Chairman, Jubilant FoodWorks Limited said, *"Bangladesh is a key strategic market for us with immense potential for growth in the foodservice sector. We are delighted to launch Domino's Pizza in the country in partnership with Golden Harvest and are confident that this will go on to win consumer acceptance and become a successful business in Bangladesh."*

Commenting on the development Mr. Pratik Pota, CEO & Whole-time Director, Jubilant FoodWorks Limited said, *"We are pleased to launch the first Domino's Pizza restaurant in Dhaka today. We have done extensive research over the last twelve months to develop a menu keeping the needs and preferences of Bangladeshi consumers in mind, while also offering the best of the brand's international menu. We believe that our proposition of high quality products and value for money will resonate well with customers. We will also be launching a world class App that will help to redefine the pizza ordering experience of customers in the country".*

According to Mr. Rajeeb Samdani, Managing Director of Golden Harvest Group, *"We are delighted in launching Domino's in Bangladesh today partnering with Jubilant FoodWorks. Domino's Pizza is one of the largest pizza brands recognized for its quality & delivery expertise- we are confident that Domino's is going to be one of the most loved Pizza Brands in Bangladesh with unique products & service offerings for pizza lovers of the country. The concept of Hand tossed pizza & open kitchen is an innovation for Bangladesh-on top of this, it depicts our awareness to maintain highest hygiene & food safety standard in order to ensure global standards."*

**About Jubilant FoodWorks Ltd:**

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 1,200 Domino's Pizza restaurants across 271 cities (as of December 31, 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 Sri Lanka. The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has 32 Dunkin' Donuts restaurants across 10 cities in India (as of December 31, 2018).

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