

JFL/NSE-BSE/2024-25/86

March 27, 2025

**BSE Ltd.**

P.J. Towers, Dalal Street  
Mumbai – 400001

**National Stock Exchange of India Limited**

Exchange Plaza, Bandra Kurla Complex  
Bandra(E), Mumbai – 400051

**Scrip Code: 533155**

**Symbol: JUBLFOOD**

**Subject: Company Update (General Press Release)**

Dear Sir/Madam,

Please find enclosed herewith the General Press Release titled " **Jubilant FoodWorks Unveils 'Elate' – India's First Android-Based POS System, takes first step towards building a Tech-first Restaurant of Future** " dated March 27, 2025 to be issued by the Company.

The General Press Release is also being disseminated on Company's website at [www.jubilantfoodworks.com](http://www.jubilantfoodworks.com).

This is for your information and records.

Thanking you,  
Yours faithfully,

**For Jubilant FoodWorks Limited**

**Mona Aggarwal**

**Company Secretary and Compliance Officer**

Investor E-mail id: [investor@jublfood.com](mailto:investor@jublfood.com)

Encl: A/a

## PRESS RELEASE

### Jubilant FoodWorks Unveils 'Elate' – India's First Android-Based POS System.

#### BOLD first step in pioneering the Tech-First Restaurant of the Future

**Noida, March 27, 2025:** Jubilant FoodWorks Limited (JFL/Company), a leading emerging markets' food-tech Company, today announced the launch of **Elate**, India's first Android-based POS (Point of Sale) and Order Taking System designed specifically for the foodservice industry.

Elate represents a significant step forward in JFL's digital transformation journey whose Direct-to-Consumer (D2C) apps are already amongst the largest and highest rated food-apps in India. It is cloud first and seamlessly integrates with the Company's D2C platforms and hence is able to take advantage of sophisticated machine learning models to form a unified and personalized digital ecosystem.

Elate has been developed by JFL's 250-member product, UX, tech and data science team, is specifically designed to improve order-taking, store operations, and customer experiences inside

stores and is all set to revolutionize the restaurant operations for JFL by reducing the training times and ensuring world-class customer experiences across all JFL brands.

Commenting on the launch, **Sameer Khetarpal, Managing Director & CEO of Jubilant FoodWorks Limited**, stated, *"Technology and digital transformation are at the centre of JFL's BOLD strategy. With the introduction of Elate, we are taking a significant step toward creating a seamless, integrated, and efficient food-tech ecosystem. This innovation reinforces our commitment to improving the customer experience while optimizing operational capabilities."*

**Vaneet Singla, Chief Product Officer, Jubilant FoodWorks Limited** added, *"Elate is a game changer for us. Elate is a cloud-native and android-based platform that is future ready and integrates seamlessly with our D2C apps. We have revamped the order taking UX from the first principles and that has significantly reduced the training times. Our goal is to provide our customers and store staff with a consistent, seamless, and personalized experience across all the touchpoints."*

- 250-person in-house product, UX, tech, and data science team dedicated to advancing its food tech initiatives
- Cloud-First POS that seamlessly integrates with Domino's, Popeyes, Dunkin' and Hong's Kitchen apps in India and beyond
- Sophisticated Machine Learning Models to build Personalized Experiences for customers
- First Principles UX that's designed for efficiency and intuitiveness
- Real-time analytics help improve decision-making and performance
- BOLD first step in pioneering the Tech-First Restaurant of the Future

Elate is the first step toward a never-seen-before tech-first restaurant experience, with features like kiosks, ordering screens and order status screens already in the works. Elate is already live in a select set of Domino's stores with plans to accelerate expansion in the coming year. This marks the start of a new era in food tech innovation, underscoring Company's commitment to tech transformation.

#### **About Jubilant FoodWorks Limited:**

Jubilant FoodWorks Limited (JFL), incorporated in 1995, ranks among the leading emerging markets' food-tech companies. JFL group network comprises 3,260 stores across six markets – India, Turkey, Bangladesh, Sri Lanka, Azerbaijan and Georgia. The group has a strong Portfolio of Brands in emerging markets with franchise rights for three global brands - Domino's, Popeyes and Dunkin' – and two own-brands, Hong's Kitchen, an Indo-Chinese QSR brand in India, and a CAFÉ brand - COFFY in Turkey.

Note: The store count for the Group is as on December 31, 2024

#### **Website:**

[www.jubilantfoodworks.com](http://www.jubilantfoodworks.com)

#### **For further information, please contact:**

Jubilant FoodWorks Limited

Sylvia Dutta

Corporate Communication

[Sylvia.dutta@jublfood.com](mailto:Sylvia.dutta@jublfood.com)

Madison PR

Ryan Alan Marshall

[Ryan.marshall@madisonpr.in](mailto:Ryan.marshall@madisonpr.in)

#### **Disclaimer**

*Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. JFL will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*