

Press Release

**Domino's Pizza introduces The Unthinkable Pizza- India's first Plant-Protein Pizza  
100% Vegetarian, 100% Chicken-Like!**



**Noida, December 22, 2020** – Domino's Pizza, India's leading QSR chain introduced "The Unthinkable Pizza", India's first plant protein based product.

Made entirely from plant based proteins, The Unthinkable Pizza is 100% vegetarian and yet has the sensory properties of chicken.

Plant proteins have caught the imagination of consumers around the world, and Domino's Pizza is the first QSR brand to bring this latest trend to India.

Introduced after extensive consumer testing, The Unthinkable Pizza will provide both vegetarians and non-vegetarians an interesting and innovative option in the menu.

The Pizza would be available at all Domino's restaurants across Delhi NCR, Mumbai and Bangalore.

**Talking about the new launch, Mr Pratik Pota, Chief Executive Officer & Whole-time Director, Jubilant FoodWorks Limited, said,** "We are delighted to launch India's first plant protein based product, The Unthinkable Pizza. This innovative and 100% vegetarian product will allow Indian consumers to experience the plant-protein wave sweeping across the world. Domino's has always brought pioneering innovations to the Indian market, and we are happy to once again be the first to bring this trend to India."

### **About Jubilant FoodWorks Limited**

Jubilant FoodWorks Limited (JFL/Company) is part of Jubilant Bhartia group and is India's largest foodservice Company. Its Domino's Pizza franchise extends across a network of 1,264 restaurants in 281 cities (as of September 30, 2020). The Company has 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 companies' in Sri Lanka and Bangladesh. The Company also enjoys exclusive rights to develop and operate Dunkin' Donuts restaurants in India, has in operation 26 restaurants across 8 cities in India (as of September 30, 2020). JFL has ventured into Chinese cuisine segment with its first owned restaurant brand, 'Hong's Kitchen', which serves 2 cities with 5 restaurants in India (as of September 30, 2020). Recently, the Company has added Indian cuisine of biryani, kebabs, breads and more to the portfolio by launching Ekdum! with 3 restaurants in Gurugram. In accordance with shifting consumption habits, the Company has also begun offering their brand-owned ready-to-cook range of sauces, gravies and pastes, 'ChefBoss'.

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