

## Press Release

### Jubilant Foodworks Limited announces a landmark agreement to bring *Popeyes*<sup>®</sup> to India, Bangladesh, Nepal and Bhutan



**Noida, March 24, 2021** - Jubilant Foodworks Limited (JFL), the largest foodservice company in India, announced today that it has entered into an exclusive Master Franchise and Development Agreement with PLK APAC Pte. Ltd., a subsidiary of Restaurant Brands International Inc. (RBI), to develop, establish, own and operate hundreds of *Popeyes*<sup>®</sup> restaurants in India, Bangladesh, Nepal and Bhutan in the coming years.

Founded in New Orleans in 1972, *Popeyes*<sup>®</sup> has more than 45 years of history and culinary tradition. *Popeyes*<sup>®</sup> distinguishes itself with a unique New Orleans style menu featuring the iconic chicken sandwich, spicy chicken, chicken tenders, fried shrimp, and other regional items. *Popeyes*<sup>®</sup> uses proprietary seasonings and techniques developed by an in-house culinary team of chefs that makes its fried chicken a point of reference for Michelin Chefs and celebrities.

The brand's passion for its Louisiana heritage and flavourful authentic food has allowed *Popeyes*<sup>®</sup> to become one of the world's largest chicken quick service restaurants with over 3,400 restaurants in over 25 countries around the world.

Since its acquisition by RBI, *Popeyes*<sup>®</sup> has expanded successfully into Spain, Switzerland, China, Brazil, Sri Lanka and the Philippines over the past few years. *Popeyes*<sup>®</sup> will also enter the United Kingdom and build its presence in Mexico starting in 2021, with plans to open several hundreds of restaurants across both countries. Today's agreement will pave the way for guests to enjoy *Popeyes*<sup>®</sup> world-famous menu items, including the brand's signature Chicken Sandwich.

**Mr. Shyam S. Bhartia, Chairman and Mr. Hari S. Bhartia, Co-Chairman, Jubilant Foodworks Limited said:** “We are happy to announce the signing of a multi-country agreement to acquire the exclusive rights to operate and sub-license the iconic *Popeyes*® brand in India and neighbouring countries. Chicken is one of the largest and fastest growing categories in India and is expected to grow rapidly in years to come. *Popeyes*® will be an exciting addition to the JFL portfolio and is expected to become one of the key drivers of growth for us in the coming years.”

**David Shear, President International at RBI, commented:** “We’re excited to introduce our iconic Louisiana-style chicken to a new population in the world that already celebrates and loves bold and delicious flavours. At *Popeyes*®, we believe that the best food takes time, we marinate our chicken for 12 hours in bold Louisiana seasonings, then hand batter and slowly cook it to make it the juiciest and crispiest chicken that I think our guests will ever have.”

#### **About Jubilant Foodworks Ltd:**

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 1,314 restaurants in 285 cities (as of December 31, 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 27 restaurants across 8 cities in India (as of December 31, 2020). JFL has ventured into Chinese cuisine segment with its first owned restaurant brand, ‘Hong’s Kitchen’, which serves 2 cities with 7 restaurants in India (as of December 31, 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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**Popeyes® India's social media handles:**

[https://www.instagram.com/popeyes\\_india/](https://www.instagram.com/popeyes_india/); <https://www.facebook.com/popeyesindia>;  
[https://twitter.com/Popeyes\\_India](https://twitter.com/Popeyes_India)

**About Restaurant Brands International Inc.**

Restaurant Brands International Inc. ("RBI") is one of the world's largest quick service restaurant companies with approximately \$31 billion in annual system-wide sales and 27,000 restaurants in more than 100 countries and U.S. territories. RBI owns three of the world's most prominent and iconic quick service restaurant brands - TIM HORTONS®, BURGER KING®, and POPEYES®. These independently operated brands have been serving their respective guests, franchisees and communities for over 45 years.

**About Popeyes®**

Founded in New Orleans in 1972, *Popeyes®* has more than 45 years of history and culinary tradition. *Popeyes®* distinguishes itself with a unique New Orleans style menu featuring spicy chicken, chicken tenders, fried shrimp, and other regional items. The chain's passion for its Louisiana heritage and flavorful authentic food has allowed *Popeyes®* to become one of the world's largest chicken quick service restaurants with over 3,400 restaurants in the U.S. and around the world.

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**Forward-Looking Statements**

This press release contains certain forward-looking statements and information, which reflect management's current beliefs and expectations regarding future events, initiatives and operating performance and speak only as of the date hereof. These forward-looking statements are not guarantees of future performance and involve a number of risks and uncertainties. These forward-looking statements include statements about our expectations regarding the ability of JFL to open hundreds of Popeyes® restaurants in India, Bangladesh, Nepal and Bhutan in the coming years and, to translate its expertise to a successful expansion of the Popeyes® brand in the region; our expectations regarding whether Popeyes® will become one of the greatest drivers of growth for JFL in the coming years; and our expectations regarding whether Popeyes® famous Louisiana-style cooking will resonate well with guests. Other than as required under applicable laws, we do not assume a duty to update these forward-looking statements, whether as a result of new information, subsequent events or circumstances, change in expectations or otherwise.