

## #TheLastSlice by Domino's celebrates the bonds of friendship

**Noida, August 4, 2022:** *Domino's Pizza*, India's largest pizza chain, has unveiled the new campaign **#TheLastSlice** for Friendship Day celebration. Domino's has always been a brand synonymous with spending moments of togetherness with friends and family. The culinary memories created by Domino's over the years are precious and are a big part of what bonds friendships for consumers. The 'last slice' is associated with something that has to be wrestled over, won, and earned. Over the years, Domino's has talked about the magic that happens by sharing the slice of the pizza by sharing it with someone special. Among friends, stealing the slice or putting one's case forward to win the last slice is easy. However, things change when it is to be shared with strangers. Domino's has relooked at the role of **#TheLastSlice** as an enabler of new friendships among strangers and hence launched this campaign.

The campaign's premise entails a fun-filled social experiment where three pairs of strangers waiting for a pizza are served with the last slice of pizza. However, despite having different interests, they bond over a single slice with conversations ranging from Bollywood to dialogues from the same TV show. All pairs end up sharing the slice and experience the start of a new friendship.

Speaking on the launch of the new campaign, **Sandeep Anand, EVP & Chief Marketing Officer, Domino's Pizza India**, said, *"Pizza is always shareable. It is the perfect glue to bonds of friendship, and there's no better day to start the ritual of owning 'Friendship' than 'Friendship's Day' itself. Domino's is a brand synonymous with pizza and occasions to celebrate or to have a wonderful time over a meal. A friendship happens and blossoms in different forms. It evolves over a period of time, and what can be a better occasion to start a new friendship over that last envied slice of the pizza? With our #TheLastSlice campaign, we want to make it even more memorable for people coming together to celebrate friendship initiated with the last slice of Domino's Pizza. Even if they met for the first time."*

The campaign designed and conceptualized by Schbang is Live across social media platforms - Facebook, Instagram, Twitter, and Youtube, as part of the larger media plan.

Campaign Link - <https://www.youtube.com/watch?v=Y6RaAiUYqgg>

### About Jubilant FoodWorks Limited^:

Jubilant FoodWorks Limited (NSE, BSE: JUBLFOOD) is India's largest foodservice company and is part of the Jubilant Bhartia group. Incorporated in 1995, JFL holds the exclusive master franchise rights from Domino's Pizza Inc. to develop and operate the Domino's Pizza brand in India, Sri Lanka, Bangladesh, and Nepal. In India, JFL has a strong and extensive network of 1,625 Domino's restaurants across 349 cities. In Sri Lanka and Bangladesh, the Company operates through its 100% owned subsidiary which currently has 36 and 10 restaurants respectively. JFL also enjoys exclusive rights to develop and operate Dunkin' restaurants in India and Popeyes restaurants in India, Bangladesh, Nepal and Bhutan. JFL currently operates 25 Dunkin' restaurants across 8 Indian cities and 6 Popeyes restaurants in Bengaluru.

In 2019, JFL launched its first owned-restaurant brand 'Hong's Kitchen' in the Chinese cuisine segment which now has 14 restaurants across 4 cities. In 2020, it launched Ekdum! another new owned-restaurant brand which serves Biryani category. Ekdum! has 6 restaurants across 3 cities. The Company has also forayed into the ready-to-cook segment with its 'ChefBoss' range of sauces, gravies and pastes.

Note: ^Store counts as on June 30, 2022

### Website:

[www.jubilantfoodworks.com](http://www.jubilantfoodworks.com), [www.dominos.co.in](http://www.dominos.co.in), [https://dunkinindia.com](http://dunkinindia.com), [https://hongskitchen.in/](http://hongskitchen.in/), [https://ekdum.co.in/](http://ekdum.co.in/), [www.popeyes.in](http://www.popeyes.in), [www.chefboss.com](http://www.chefboss.com)