

## ***Domino's Niye èlo Sharod Upahar, Kasundi, Kosha aar Malai flavour è Ebaar***

*The exclusively crafted offering reimagines pizza with authentic Bengali flavours*

**Kolkata, 27.09.2022:** This Pujo, to celebrate the biggest festivities of the east and be part of the fervour, Domino's Pizza, India's largest pizza chain has announced the launch of a new range of 6 new delectable pizzas inspired by the **traditional Bengali palate**. Taking a cue from the authentic local relishes, often prepared and enjoyed during Durga Pujo, the most celebrated festival in the eastern region, Domino's has introduced pizzas in Bangla's famous flavours - **Kasundi, Kosha, and Malai**.

Domino's, known for consistently innovating its menu to cater to the varied tastes and preferences of consumers across India, has always considered the eastern region one of its flagship markets. The launch of this new range is strategically aligned with the focus on east India and the festivities people celebrate here. This is the first time any QSR brand has crafted its menu inspired by Bangla cuisine and the flavours of the eastern region of India.

In-depth research conducted by Domino's to understand the tastes and preferences of the consumers in the region revealed that the local cuisines dominated the consumers' palate. The brand found this opportunity as a sweet spot to offer consumers a differentiated product, bringing the best of both worlds - **the goodness of pizza with the authentic flavours of Bangla**.

Speaking about the launch, **Sameer Khetarpal, Chief Executive Officer & Managing Director, Jubilant FoodWorks Limited**, said, *"At Domino's, our endeavour has always been to cater to our consumers' ever-evolving preferences. The eastern region is a key market for us and our team has focused on developing new flavours of pizzas that capture the Bangla essence. By launching the new range of pizza during the Pujo season, we are elated to be a part of the celebrations and the festivities. We look forward to expanding the range and growing further in this region."*

In this Pujo, Domino's wishes everyone *Subho Sarodiyar Priti O Subhechha*



### **6 New Delectable Pizzas**

**Kasundi Chicken:** A first of a kind pizza experience which helps you relish the authentic taste and flavours of Kasundi which is made with Kasundi Chicken and a gentle drizzle of Kasundi sauce

**Kasundi Veg:** Delightful Kasundi flavours on a veg pizza which is Loaded with spicy jalapenos and tomatoes and a gentle drizzle of Kasundi sauce

**Malai Chicken:** A delightful Chicken pizza whose recipe is built around the traditional combination of coconut, panch phoran coupled with mustard

**Malai Veg:** A enticing combination of spicy jalapenos and Masala Paneer which is built around the traditional combination of coconut, Panchphoran and mustard

**Kosha Chicken:** The authentic Bengali Kosha recipe Coupled with Chicken on a cheesy Domino's pizza

**Kosha Veg:** A veg cheesy pizzas loaded with onion and mushroom made in the authentic Bengali Kosha recipe

#### **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 Ek dum! another new owned-restaurant brand which serves Biryani category. Ek dum! 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

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