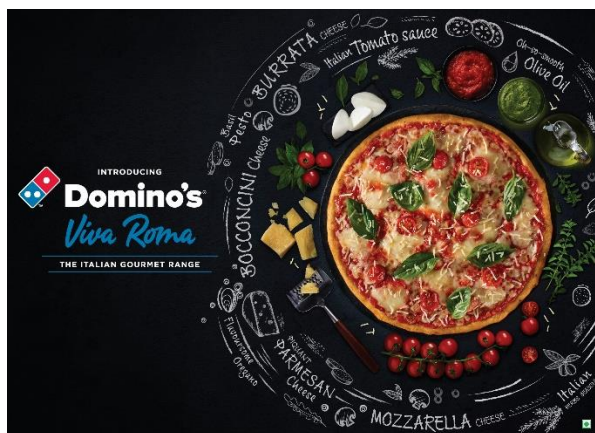


Domino's Pizza launches Viva Roma, the Italian gourmet pizza range that brings the authentic taste of Italy to customers



Noida, 14.12.2022: Domino's Pizza, India's largest pizza chain, has launched a new range of gourmet pizzas – Viva Roma. The new range of scrumptious pizzas, which defines authentic Italian taste in every sense, also brings a touch of gourmet to the experience of its consumers.

The Domino's Viva Roma range features eight premium pizzas, topped with a mix of delectable, indulgent cheese like Bocconcini, Burrata and Parmesan, and a sauce made from the finest tomatoes of Italy. The succulent toppings sprinkled with flavourful garnishes on a crisp thin-crust base make for a great authentic Italian pizza experience. The new range is also strategically important to the brand as it is crafted to cater to the palates and taste buds of customers who desire a luxurious yet authentic Italian experience whilst adding a new taste profile to the portfolio. The new range of Domino's Pizza will mark the brand's entry into the category that offers consumers authentic Italian pizzas.

Talking about the Gourmet range, **Sandeep Anand, EVP and CMO Domino's Pizza** said, *"We are elated to launch the Viva Roma range - a new range of pizzas from the house of Domino's. The introduction of gourmet pizzas reiterates our philosophy of keeping innovation and consumer-centricity at the core of its business to provide the best food experience. Through this premium range, we are aiming to give consumers a flavour of Italy's authentic pizzas."*

The range exemplifies menu diversification and is sure to elevate the entire pizza experience of consumers. The new range is available to order at the nearest Domino's restaurant. One can also order the delicious Viva Roma range online through Domino's India website and Domino's app.

Viva Roma Range

Caprese - The goodness of basil leaves, cherry tomatoes and delightful Bocconcini cheese

Al Fungi - The quintessential mushroom pizza on a cheesy Bocconcini base along with a twist of jalapenos & cherry tomatoes to create a new flavour dimension

Primavera - For the veggie gourmet lovers. Succulent zucchini, fresh red & yellow bell-peppers and grilled mushrooms on a thin crust base with Italian sauce & Bocconcini to relish

Burrata Pesto - an out of the world cheese experience with 4 different types of cheese: Bocconcini, Burrata, Mozzarella and Parmesan, and a twist of basil pesto

The 5 Cheese Pizza - Loaded with 5 different types of cheese, including fresh Bocconcini and Parmesan, this is cheese indulgence

Smoked Chicken - The Italian non-veg pizza experience. An irresistible combination of Bocconcini & basil pesto with our juicy rashers, black olives, red & yellow bell-peppers

Pepperoni - Hand tossed thin crust pizza with Italian Sauce, Bocconcini and chicken pepperoni

Chicken Salami - Fall in love with cheese Bocconcini pizza with the flavorful chicken salami and evergreen barbeque chicken



The brand has also launched an offer on the range whereby the consumers can get INR 100 off on the purchase of any gourmet pizza by using the coupon code '**sliceofrome**'. This offer is applicable/available in select cities- Delhi/NCR, Mumbai, Pune, Bangalore and Chennai on the Domino's app only

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, the Company 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, it has a strong and extensive network of 1,701 Domino's restaurants across 371 cities. In Sri Lanka and Bangladesh, the Company operates through its 100% owned subsidiary which currently has 40 and 11 restaurants respectively. Jubilant FoodWorks also enjoys exclusive rights to develop and operate Dunkin' restaurants in India and Popeyes restaurants in India, Bangladesh, Nepal and Bhutan. The Company currently operates 24 Dunkin' restaurants across 8 Indian cities and 8 Popeyes restaurants in Bengaluru.

In 2019, Jubilant FoodWorks launched its first owned-restaurant brand 'Hong's Kitchen' in the Chinese cuisine segment which now has 14 restaurants across 4 cities. In 2020, the Company launched Ek dum! another new restaurant brand that serves *biryani*. 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 September 30, 2022

Website:

www.jubilantfoodworks.com, www.dominos.co.in, <https://dunkinindia.com>, <https://hongskitchen.in/>, <https://ekdum.co.in/>, www.popeyes.in, www.chefboss.com

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