

Chennai gets its first iconic US chicken Popeyes® restaurant

~The famous Louisiana fried chicken brand is coming to the city on January 20 at Phoenix Marketcity Mall~

Noida, January 18, 2023: Jubilant FoodWorks Limited (JFL), India's leading food services player has today announced the launch of the first restaurant of the iconic US Fried Chicken brand, Popeyes®, in Chennai. The brand is best known for its bold and famous Louisiana-style fried chicken and its signature chicken sandwich, which became a phenomenon in the United States and the rest of the globe. With more than 3900 restaurants in over 30 countries, the popularity of Popeyes® has been unbroken and the brand has seen successful launches in many countries, most recently with hundreds lining up to try Popeyes® in UK, Korea, Romania, China, Indonesia, and more. Popeyes® is now riding the bandwagon to treat Chennai makkal with lip-smacking and delicious flavours of its Louisiana-style Cajun chicken.

The flagship entry of Popeyes® was marked in India with the opening of its first restaurant in Bengaluru, followed by rapid expansion to 12 restaurants across the city in less than a year, underlining the growing popularity of the brand among Indian guests.

Bringing Popeyes® experience to Chennai

Louisiana-born Popeyes® was founded in 1972 and has been one of America's most popular and fastest-growing chicken brands. The brand will welcome all its guests at the first restaurant in **Chennai from January 20 at the Phoenix Marketcity mall.**

Today's news means that guests in Chennai can soon look forward to enjoying Popeyes® world-famous products, such as the brand's signature Chicken Sandwich, which was one of the most successful product launches in quick service restaurant history when it was released in the USA in August 2019.

The success of Popeyes® is credited to the traditional method of hand breading, battering, and marinating its locally sourced and fresh chicken for 12 hours in Cajun seasonings – a signature blend of cayenne pepper, garlic, onion, black pepper, celery and white pepper, creating an unbeatable flavourful ride till the last bite.

Popeyes® signature style in India

Popeyes® India menu features the world-famous Chicken Sandwich along with an array of fried chicken offerings that are freshly sourced and antibiotic-free, with no added MSG. Complementing the menu are wholesome meal options such as Rice Bowls and Wraps in vegetarian options, too, to ensure the best Popeyes® experience for all guests.

Speaking on the launch of Popeyes® in Chennai, **Sameer Khetarpal, CEO and MD of Jubilant FoodWorks Limited**, said, *"Consumers across the world love the Louisiana-style Cajun flavors of Popeyes®. As a company, we are focused on bringing the finest taste of our brands, building it and expanding it to multiple cities. We offer consumers a chance to enjoy the unique blend of spices and Cajun flavoured fried chicken. Our launch in Chennai with the first store at Phoenix Marketcity Mall is a testament to that commitment of the larger strategy."*

Gaurav Pande, Executive Vice President & Business Head of Popeyes® India, said, *"The Cajun flavoured chicken has created a craze in various countries, and a similar response was witnessed amongst chicken-loving consumers in India, post the brand's debut in Bengaluru. The iconic juicy texture of Popeyes® signature chicken, flavourful to the last bite, comes from the unique preparation of freshly sourced chicken marinated for 12 hours. The unique, delicious, and wholesome Cajun flavours of Popeyes® have proven to appeal to the Indian audience. We look forward to serving our guests and recreating the same excitement and loyalty for Popeyes® and its signature dishes in Chennai."*



Popeyes® has its app (Android and iOS) and mobile website (www.popeyes.in), allowing guests to experience the food at home. Jubilant FoodWorks Limited has built its in-house delivery fleet with 100% use of e-bikes to ensure a smooth and seamless zero-emission delivery of the Popeyes® experience.

Popeyes® India's social media handles:

https://www.instagram.com/popeyes_india/;

<https://www.facebook.com/popeyesindia>; https://twitter.com/Popeyes_India

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 Limited 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 Limited 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 Ekdum! another new restaurant brand that serves biryani. 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: All 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

About Restaurant Brands International Inc.

Restaurant Brands International Inc. is one of the world's largest quick service restaurant companies with over \$35 billion in annual system-wide sales and over 29,000 restaurants in more than 100 countries. RBI owns four of the world's most prominent and iconic quick service restaurant brands – TIM HORTONS®, BURGER KING®, POPEYES®, and FIREHOUSE SUBS®. These independently operated brands have been serving their respective guests, franchisees and communities for decades. Through its Restaurant Brands for Good framework, RBI is improving sustainable outcomes related to its food, the planet, and people and communities. To learn more about RBI, please visit the company's website at <http://www.rbi.com>

About Popeyes®

Founded in New Orleans, Louisiana USA in 1972, Popeyes® has more than 50 years of history and culinary tradition. Popeyes® distinguishes itself with a unique Cajun 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 3,900 restaurants in the U.S. and around the world.

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