

Domino's India makes Valentine's Day special with limited edition heart-Shaped Pizza

Launches a 3-part Instagram reel series encouraging those in cheesy situationships to #SayItWithAPizza



Noida, 13.02.2023: Domino's Pizza, India's largest pizza chain plays cupid this Valentine's Day. The brand has announced the launch of its first ever heart-shaped pizza.

Gen Z and millennials are often known to express their love through food, and the brand has found the perfect way for the customers to celebrate their loved ones with the launch of the heart-shaped pizza. The brand, known for making moments of togetherness filled with love, laughter, and deliciousness, aims to capture the hearts of its young consumers with this occasion-led offering.

The limited-edition product launch is supported by a special social media campaign, ahead of Valentine's Day for people who are determined to make no commitments. It is an illustration of how dating has changed to be more fluid. The campaign #SayItWithAPizza showcases this aspect of the dating arena including all the confusion and gushing that comes along with it.

In a three-part Instagram reel series highlighting the protagonists' experience of 'situationship', the brand speaks to millennials and Gen Z in a language, attitude and format that resonates with them. In the campaign, Domino's acts as the catalyst to elevate a romantic relationship between two people over the course of their pizza orders, and culminate into an expression of commitment.

Here is the link to the Instagram reels:

Film 1: <https://www.instagram.com/reel/CoZddDSNv4e/>

Film 2: <https://www.instagram.com/p/Cod-9dzswpm/>

Film 3: <https://www.instagram.com/p/CojI9MOLyrh/>

Speaking of the campaign and the launch of the heart-shaped pizza, **Sandeep Anand, EVP and Chief Marketing Officer, Domino's Pizza India**, says, "We have always positioned Domino's as the perfect companion for special moments and creating an experience for those who share a pizza, whether it be family, friends or more. It celebrates relationships - whether they are labelled or not. For those who aren't sure, valentine's is the perfect time to #SayItWithAPizza. The campaign has taken a unique spin on a story relatable to all the younglings out there in a situationship".

The all-new limited edition heart shaped pizza is available to order in two variants: Veg Tomato Pizza and Chicken Pepperoni Pizza

in regular size and can be ordered at Domino's restaurants as well as online via the Domino's app. It will be available for a limited period between 12th February and 14th February 2023 in top metropolitan cities, viz., Delhi NCR, Mumbai, Bangalore, Chennai, and Kolkata.

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 1,760 Domino's restaurants across 387 cities. In Sri Lanka and Bangladesh, the Company operates through its 100% owned subsidiary which currently has 47 and 13 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 12 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 12 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: All store counts as on December 31, 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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