

JFL and RBI celebrate Popeyes® first anniversary and reinforce their long-term commitment to sustainably grow the brand in India

JFL plans to grow Popeyes® India network to 50 restaurants in next one year; 250 restaurants in the medium-term



From Left to right: Joshua Kobza - CEO RBI, Sameer Khetarpal - CEO and MD, JFL and David Shear - President International, RBI

Noida, 15th March 2023 - Jubilant FoodWorks Limited (NSE, BSE: JUBLFOOD), India's largest foodservice company, is celebrating the successful first-year anniversary of Popeyes® in India. The iconic US Fried Chicken brand - Popeyes® - made its debut in India with the opening of its first restaurant in Bengaluru in January 2022, followed by rapid expansion to 12 restaurants in Bengaluru and entry into a second region with the opening of the largest Popeyes® India restaurant in Chennai in a year's time.

Popeyes® is known for its bold and unique Louisiana style Cajun fried chicken and world famous chicken sandwiches. The use of bold Cajun spices - a proprietary blend of cayenne pepper, garlic, onion, black pepper, celery, and white pepper - and techniques developed by an in-house culinary team of chefs that makes its fried chicken a point of reference for Michelin Chefs and celebrities. The brand's passion for its Louisiana heritage and flavourful authentic food has allowed Popeyes® to become one of the world's largest chicken quick service restaurants by nearly 4100 restaurants in the U.S. and around the world.

Popeyes® India has received enthralling response from Indian consumers. In last one year, nearly one million guests in Bengaluru and Chennai have tried the iconic Popeyes® menu suitably adapted to cater to the diverse taste palates of Indian guests. The Company's state-of-the-art food tech park ensures consistent quality and high fill rates to the store. This significantly improves the consistency of taste, visibly translating into higher repeat rates for the brand. The recent launch of speciality items unique to India such as the Hot & Messy Range, which is its signature fried chicken coated in

flavourful sauces with Smoky Pepper and Sweet Chilli flavours, is aimed to continually delight Indian guests. The brand in India also offers a full range of vegetarian offerings including burgers, rice bowls, and wraps.

Commenting on the occasion, **Sameer Khetarpal, CEO and MD, Jubilant FoodWorks Limited**, said, "We are incredibly humbled by the response we have received from our Indian guests for Popeyes®. Chicken is one of India's largest and fastest-growing categories in India and is expected to proliferate in years to come. After having established the product fitment, we are confident that, together with RBI's global expertise and JFL's uniquely cultivated strengths, we will scale Popeyes® progressively in other regions across the country and recreate the same excitement and loyalty for the brand."

Speaking of the brand's journey in India, **Joshua Kobza, CEO, Restaurant Brands International**, says, "We are excited to celebrate Popeyes® anniversary in India and the expansion into new regions within the first year. We are committed to serving delicious, high-quality food and providing an exceptional experience. We look forward to further expanding our presence in India and bringing more flavorful menu items to our guests."

Popeyes® India Journey



To celebrate its first anniversary in India, Popeyes® is launching an exclusive offer where fans will get free chicken between March 18 – 19. More details are available on the brand's Instagram page.

Popeyes® can be ordered through the Popeyes® India app (Android and iOS), the Popeyes® mobile website (www.Popeyes.in) and Swiggy. Popeyes® is proud to fulfil delivery orders via its own-fleet of 100% electric bikes.

Follow Popeyes® India on Instagram, Facebook, and Twitter for updates.

https://www.instagram.com/Popeyes®_india/;
https://www.facebook.com/Popeyes®_india/; 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 1,760 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.

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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Certain statements in this document may be forward-looking statements. Such forward-looking statements include restaurant growth expectations and are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Jubilant FoodWorks Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For further information please contact:

Media:

Sylvia Dutta

Email: sylvia.dutta@jublfood.com

Varun Bhardwaj

Email: varun.bhardwaj@madisonpr.in

Investors:

Ashish Goenka / Deepak Jajodia / Lakshya Sharma

E-mail: ashish.goenka@jublfood.com

deepak.jajodia@jublfood.com

lakshya.sharma@jublfood.com