

Domino's Now Available On The ONDC Network

Noida, January 30, 2024: Domino's, India's largest food service brand, has announced that it has joined Open Network for Digital Commerce (ONDC) Network. With this integration, Domino's catalogue will be seen on all apps that a consumer is shopping from across a network that is rapidly developing, while seamlessly facilitating transactions. Customers in Delhi NCR can order Domino's Pizza via ONDC, and other cities will be live soon.

This will enable Domino's to expand its customer base by making its products available to buyers from all ONDC seller apps based on geographical proximity, paid promotions or through product or brand search. The move will help the brand grow its presence across the country and help achieve its mission expanding touchpoints and occasions for consumers to enjoy pizza.

As an adopter of ONDC Protocol, Domino's is proud to represent everything that is innovative in products and technology. The brand has already established its reputation as a market disruptor with its innovative range of products. By joining ONDC Network, Domino's aims to create multiple consumer touchpoints through disruptive innovations.

On this occasion **Sameer Khetarpal, CEO & MD, Jubilant FoodWorks Limited said,** *"We are delighted to announce our partnership with the ONDC Network, marking a significant milestone and step forward for our brand in India. We aim to serve millions of customers who are looking to order food through the ONDC network."*

T Koshy, MD & CEO at ONDC said, *"Domino's joining ONDC is a significant development with the potential to create ripple effects for the F&B category on Open Network. Their vast selection is now more accessible and represents a major expansion of choices for consumers nationwide. When a brand like Domino's embraces the open protocols, we move closer to our vision of a truly interoperable ecommerce ecosystem that serves sellers and buyers everywhere without any filters. ONDC was conceived with the very idea of digital inclusion to benefit the entire country. We look forward to many opportunities that this integration will unlock soon."*

India's tech stack is growing rapidly, and initiatives like ONDC Protocol are playing a crucial role in driving innovation and growth. Domino's has already made a name for itself in the market with its innovative product portfolio. By coming onboard ONDC Network, the brand is well-positioned to take its products to new customers across the country.

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 1,888 Domino's stores across 397 cities. In Sri Lanka and Bangladesh, the Company operates through its 100% owned subsidiary which currently has 50 and 23 stores respectively. The Company also has exclusive rights to develop and operate Popeyes restaurants in India, Bangladesh, Nepal and Bhutan and Dunkin' restaurants in

India. The Company currently operates 22 Popeyes restaurants in six cities and 21 Dunkin' restaurants across seven cities.

In 2019, Jubilant FoodWorks launched its first owned-restaurant brand 'Hong's Kitchen' in the Chinese cuisine segment which now has 18 restaurants across three cities.

Note: All store counts as on September 30, 2023

Website:

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

About ONDC:

Incorporated on 31st December 2021, Open Network for Digital Commerce (ONDC), a Section 8 company, is an initiative of the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, Government of India to create a facilitative model that revolutionizes digital commerce, giving greater thrust to penetration of retail e-commerce in India. ONDC is not an application, platform, intermediary, or software but a set of specifications designed to foster open, unbundled, and interoperable open networks.

For further information, please contact:

Sylvia Dutta
Corporate Communications

E-mail: sylvia.dutta@jublfood.com

Ryan Marshall
Madison PR

E-mail: ryan.marshall@madisonpr.in