

Popeyes India brings a dash of Louisiana to the heart of Delhi with its first store in Chandni Chowk

Noida, February 21, 2024 - In a fusion of flavours that bridges continents, Jubilant FoodWorks Limited (JFL), India's largest foodservice company, has unveiled the grand opening of *Popeyes, the famous Louisiana Chicken* in the historic lanes of Chandni Chowk. This marks the much-anticipated debut of the iconic Louisiana-style chicken giant in the national capital region, at the prestigious Omaxe Chowk mall.

Popeyes, renowned globally for its bold, Louisiana styled fried chicken and world's most famous **Chicken Sandwich**, which took the internet by storm in August 2019 in USA, is set to enamour the taste buds of Delhi's chicken aficionados. Having conquered hearts worldwide and in the South of India, Popeyes now brings its legendary fried chicken, celebrated for its crispy texture and unique blend of spices, and other lip-smacking items to the Capital.

- Authentic Louisiana-style fried chicken
- Shatter crunch texture
- Tender and juicy chicken with bold Cajun flavour
- Freshly sourced chicken
- 12-hours marination rendering flavourful chicken to the last bite
- Chicken is antibiotic – free
- No added colours and preservatives

Apart from its **Chicken Sandwich** and iconic **Hot & Messy Range**, which is its signature fried chicken coated in flavourful sauces with smoky pepper and sweet chilli flavours, the menu will also feature the Cajun flavoured Chicken Tenders, Popcorn Chicken, Rice Bowls, Wraps, etc. For its vegetarian consumers, Popeyes has also taken care to include delectable options like Cajun Veg Burgers, Veg Wraps, Cajun Fries and Onion Rings. This combination of offerings continues to be a delightful choice for all the Indian guests.

Sameer Khetarpal, CEO and MD of Jubilant FoodWorks Limited, shared his enthusiasm "We are delighted to introduce the world-famous fried chicken brand, Popeyes, to the consumers of the Capital Region. Since our launch in India two years ago, we have been humbled by the overwhelming response to the brand. We aspire to recreate the same fan following in Delhi that we have received in other cities by generating the same excitement and loyalty for Popeyes and its signature dishes. The unique, delicious, and wholesome Cajun flavours of Popeyes are certain to appeal to the Indian audience."

Echoing the excitement, Gaurav Pande, Executive Vice President & Business Head of Popeyes, India, shared, "Popeyes, stands out for its authentic Cajun flavour and a rich legacy dating back to 1972. Globally, long queues of chicken-loving enthusiasts are witnessed outside each new store, and a similar reaction is being seen in India as well. Consumers in Delhi can now enjoy a variety of flavourful dishes like the world-famous Chicken Sandwich and newer innovations like the Hot & Messy range alongside vegetarian options. The lip-smacking menu offerings will be backed by exceptional service, making for a memorable dining experience."

Rafael Odorizzi, President of Restaurant Brands International (RBI)'s Asia-Pacific region, adds, "This first restaurant in Delhi will show guests our commitment and passion to serve only the best chicken. We can't wait for guests at Popeyes to try the mouth-watering crunch of our juicy fried chicken. We are confident that all our unique menu offerings catered to the local taste profiles will help build unforgettable memories with the brand that will make people fall in love with Popeyes over and over again."

This launch is not just an expansion but a significant milestone in *Popeyes*' global journey, blending the rich culinary heritage of Louisiana with the timeless charm of Delhi. The brand is set to further captivate the Capital City Region, with plans to inaugurate additional stores in strategic locations, including Pacific Mall, Jasola, Pacific Mall Faridabad, and DLF Epitome, Gurgaon, all while championing sustainability with a zero-emission delivery fleet.

As *Popeyes*, weaves into the fabric of Delhi, it invites the city to indulge in a culinary adventure that promises to be as dynamic and spirited as the streets of Chandni Chowk itself. This is more than just a launch; it's a celebration of flavours, culture, and community, heralding a new chapter in the storied annals of Delhi's gastronomic saga.

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 1,928 Domino's stores across 407 cities. 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 32 Popeyes restaurants in 10 cities and 25 Dunkin' restaurants across eight cities. 'Hong's Kitchen' is the first owned-restaurant brand of the Company operating in the Chinese cuisine segment which now has 22 restaurants across four cities.

DP Eurasia (DPEU) – a step-down subsidiary of the Company - is the exclusive master franchisee of the Domino's Pizza brand in Turkey, Azerbaijan, and Georgia which has 707 stores wherein 88% are franchised stores. In addition to its pizza delivery business, DPEU also has its own coffee brand, COFFY, which trades from 89 stores.

In Sri Lanka and Bangladesh, the Company operates through its 100% owned subsidiary which currently has 50 and 26 stores respectively.

Note: Store counts are as on December 31, 2023

Website:

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

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