

## Press Release

### Domino's launches a new brand campaign - 'Dil, Dosti, Domino's!'

*"Domino's Pizza has always been a catalyst for creating Tasty Moments of Togetherness. The brand has launched a new campaign 'Dil, Dosti, Domino's!' to further strengthen that relationship with its consumers"*

**NOIDA, 7<sup>th</sup> November, 2019:** Domino's Pizza, the market leader in chained pizza segment in India, has unveiled its new campaign 'Dil, Dosti, Domino's'. The campaign aims to strengthen the emotional connect with the consumers by creating tasty and memorable moments of togetherness while capturing it in the new tagline "Dil, Dosti, Domino's!"

Domino's has been a progressive brand in many ways. The promise of '30 minutes or free' a decade ago was well ahead of its time. Even today, the brand continues to stay connected with emerging consumer trends. The consumer today are seeking brands that are authentic, inclusive and engaging. So whether it was about acknowledging consumer feedback and launching 'All New Domino's' product improvement campaign, offering great value to consumer with the 'Everyday Value' campaign, offering best in class digital ordering experience on the 'Domino's App' or offering variety to the consumers through exciting launches like 'World Pizza League', Domino's has always attempted to stay relevant to the new age consumer.

**Speaking on the launch of the new campaign, Mr. Kapil Grover, Chief Marketing Officer, Domino's Pizza India said,** *"Today, relationships have evolved from what they were a few years ago, especially relationships between Friends and Families. Hierarchical parental relationships no longer bind families. There is a lot of mutual respect and friendship amongst kids and parents today. Similarly, with the family structures changing, friends have become your new support system and in fact an extended family for a lot of us. And if we recall these moments, good food has always been a glue for relationships, especially Domino's Pizza being a shareable product has been at the centre of many such stories where "Friends Become Family and Families Become Friends."*

**Shedding light on the storytelling, Swati Bhattacharya, CCO, FCB Ulka said,** *"Domino's pizza is designed to be shared for people to gather around the "magic circle", pull at a cheesy slice and fight for the last bite. And in this very act of sharing and connecting, formality and boundaries get dissolved. Friends become like family, and family become like friends. Our campaign captures this essence of Domino's and its role in the Indian consumer's life."*

The campaign is live from 1<sup>st</sup> November, 2019 with a multi-media approach and will leverage all media channels including TV, digital and in-store collaterals.

#### **TVC Credits**

- **Creative Agency:** FCB Ulka, Delhi
- **Creative Team:** Swati Bhattacharya, Surjo Dutt, Arijit Sengupta, Manu Gupta, Vageesh Gautam
- **Planning Team:** John Thangaraj, Kizzie Basu, Anuraag, Abhijit Kumar, Archita Ghosh
- **Account Management:** Debarpita Banerjee, M.N. Damodaran, Ankit Garg, Ketaki Bihari
- **Film Department (FCB):** Mazhar Khan



- **Director (of the TVC):** Abhinav Pratiman
- **Exécutive Producer:** Amarjeet Phukaan
- **Production House:** Early Man Films Pvt. Ltd.

**About Jubilant FoodWorks Ltd:**

Jubilant FoodWorks Limited (JFL/Company) is part of Jubilant Bhartia group and is one of India's largest food service Company, with a network of 1,283 Domino's Pizza restaurants across 276 cities (as of September 30, 2019). The Company has the exclusive rights to develop and operate Domino's Pizza brand in India, Sri Lanka, Bangladesh and Nepal. At present, it operates in India, and through its subsidiary companies' in Sri Lanka and Bangladesh. The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has 30 Dunkin' Donuts restaurants across 10 cities in India (as of September 30, 2019). JFL has entered into the Chinese cuisine segment with its first owned restaurant brand, 'Hong's Kitchen' and has 1 Hong's kitchen restaurant across 1 city in India (as of September 30, 2019).

**Corporate Identification No:** L74899UP1995PLC043677

**Investor e-mail id:** investor@jublfood.com

**Regd Office:** Plot 1A, Sector 16A, Institutional Area, Noida-201301, U.P.

**Corporate Office:** 5th Floor, Tower D, Plot No. 5, Logix Techno Park, Sector 127, Noida 201304, U.P.

**Website:** [www.jubilantfoodworks.com](http://www.jubilantfoodworks.com), [www.dominos.co.in](http://www.dominos.co.in), [www.dunkinindia.com](http://www.dunkinindia.com), [www.hongskitchen.in](http://www.hongskitchen.in)

**For more information, please contact:**

**Jubilant FoodWorks Limited**

Sylvia Dutta

[sylvia.dutta@jublfood.com](mailto:sylvia.dutta@jublfood.com)

**Perfect Relations**

Rakesh Kumar Jha

[rjha@perfectrelations.com](mailto:rjha@perfectrelations.com)

+91 9873904595