

## Domino's Pizza brings its latest innovation to consumers; launches Paratha Pizza range

~The latest innovation - Paratha Pizza - will be available across all 1,500 stores in India~



**Noida, 20.05.2022:** Domino's Pizza, India's largest pizza chain, known for creating innovative yet unique cuisines, has launched its latest offering **Paratha Pizza**. The brand, loved by its consumers for innovation and delicious products, has redefined the Indianization of the menu by bringing a super exciting fusion of **Paratha & Pizza**, which gives consumers the best of both worlds.

With the launch of the new **Paratha Pizza** range, Domino's is trying to bring together two of the most loved dishes, the goodness of Paratha and the Cheesiness of Pizza. Crafted for discerning Indian taste buds, the **Corn and Cheese Paratha Pizza** is a delicious fusion of corn stuffed paratha and cheesy pizza. **The Paneer Paratha Pizza** – an epic fusion of paratha and pizza with melting cheese and soft paneer stuffing – is sure to satisfy indulgent cravings. The **Chicken Keema Paratha Pizza** promises the goodness of cheesy pizza coming together with flavourful and meaty filling in an epic crossover.

Domino's has kept innovation and consumer-centricity at the centre of its business to provide the best food experience and become a brand synonymous with pizza in India. Over the years, Domino's Pizza has introduced several innovative products like Cheesilicious and Chicken lovers' pizza range to add to the delight of pizzas lovers across the country. Even today, the brand continues to stay connected with emerging consumer trends with a continued commitment to align with the taste preferences across age groups with newer menu offerings.

Commenting on the launch, **Sandeep Anand, Chief Marketing Officer & EVP, Domino's Pizza** said, "At Domino's, we focus on understanding our consumers and their evolving preferences. These insights helps us drive innovation in our menu and has made Domino's the most preferred QSR brand amongst consumers. We hope that this launch will stimulate consumption and build excitement through flavours familiar to the Indian taste palate."

The launch is supported by a 360-degree campaign which is live across multi-media channels, including TV, print and digital. It will be further amplified on YouTube and social media platforms like Facebook and Instagram. Here is the campaign link: <https://www.youtube.com/watch?v=02QDOoOZjoU>

The new range is available at all 1500 Domino's Pizza restaurants across India and can be ordered at Domino's restaurants as well as online via Domino's app.



**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, JFL 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, JFL has a strong and extensive network of 1,495 Domino's restaurants across 322 cities. In Sri Lanka, the Company operates through its 100% owned subsidiary which currently has 32 restaurants. In Bangladesh, the operation is through a joint venture which manages and operates 8 restaurants. JFL also enjoys exclusive rights to develop and operate Dunkin' restaurants in India and Popeyes® restaurants in India, Bangladesh, Nepal and Bhutan. JFL currently operates 29 Dunkin' restaurants across 8 Indian cities. The first Popeyes® restaurant was recently launched in Bengaluru, India. In 2019, JFL launched its first owned-restaurant brand 'Hong's Kitchen' in the Chinese cuisine segment which already has 14 restaurants across 3 cities. In 2020, it launched Ekdum! another new owned-restaurant brand which serves Biryani category. Ekdum! has 8 restaurants across 3 cities. The company has recently forayed into the ready-to-cook segment with its 'ChefBoss' range of sauces, gravies, and pastes.

**Note: \*Store counts as on December 31, 2021**

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