JUBILANT FOODWORKS

JFL/NSE-BSE/2012-13/.221.....

October 11, 2012

The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai – 400051

CM Quote: JUBLFOOD

The Manager
Listing Department
Bombay Stock Exchange Ltd.
25th Floor, P.J. Towers,
Dalal Street, Mumbai – 400001

Scrip Code: 533155

Sub: Issue of Press Release dated October 11, 2012

Dear Sir/Madam,

Please find enclosed herewith a copy of the press release to be issued by the Company.

This is for your information and record.

Thanking you,
For **Jubilant FoodWorks Limited**

Jubilant FoodWorks Limited

(Mona Aggarwal)
Company Secretary

Encl : a/a

Yeh Hai Rishton Ka Time

JUBILANT FOODWORKS

From delivering happiness to strengthening relationships Domino's Pizza India unveils new brand positioning *"Yeh Hai Rishton ka time"*

New Delhi, Oct 11, 2012: ***Domino's Pizza***, India's Pizza Delivery expert and market leader in the organized pizza home delivery segment today announced the launch of their new brand positioning campaign "***Yeh Hai Rishton Ka Time***". After spending four years with the emotional proposition of Happiness Home delivered- 'Khushiyon ki Home Delivery', Domino's Pizza now endeavours to deepen the engagement with consumers, through its new brand positioning that focuses on relationships and bonding.

Commenting on the new brand positioning campaign and tag line Mr. Ajay Kaul, CEO Jubilant FoodWorks Limited said "

Jubilant FoodWorks Limited

The Positioning Journey So Far.....

Late 90's onwards

- Created the Pizza Category from scratch; as no organized food chains existed
- Brand tagline: Hungry Kya?
- In 2003 introduced the concept of Home delivery and made consumers experience it's convenience.
- Promoted with a tactical campaign- '30 mins or free' delivery promise
- 2006-2008-Armed with better consumer understanding on out-of home food consumption, the focus was to establish taste

After the successful run with our emotional positioning of 'Khushiyon ki Home Delivery', we believed it was time to take the consumer connect with the brand to the next level and hence this new positioning of ***Yeh Hai Rishton ka Time.*** We believe that it will help us continue the growth momentum and take the brand to the next level."

- 2008 -Launched new positioning 'Khushiyon Ki Home Delivery'; which was a reflection of role that Domino's plays in consumers life
- **2012 Oct** - Unveils new positioning "Yeh Hai Rishton Ka Time" to take the emotional engagement with consumers to the next level

Adding his thoughts on the brand's repositioning, Mr. Harneet Singh Rajpal, Vice President, Marketing - Domino's Pizza India said, "When we moved from 'Hungry Kya' to '*Khushiyon ki Home Delivery* In 2008, we took the first step in our transition from a functional fulfillment brand to emotionally connected one. After four year of fantastic run with this positioning, during which Happiness as an emotion generally became diffused as today more than 30 brands have 'happiness' in their positioning statement, we felt it was time to evolve and anchor the brand in a more deeper level of emotion. We now want to delve into a space and proposition which we can uniquely own. Our new positioning statement '**Yeh Hai Rishton ka Time**' replays the fact that Domino's time is the time which people spend together in a casual and informal way and it leads to the bonds, that people share, becoming stronger, warmer and more livelier."

He further added, "The new positioning ***Yeh Hai Rishton ka Time*** *would* take us to a new level of emotional connect so that the engagement with the consumer is deeper and more enduring. Our constant emphasis with our brand repositioning would be to enhance and evoke happy memories of our consumers."

The Campaign **"Yeh Hai Rishton Ka Time"** is conceptualized by Contract Advertising.

This new campaign would be supported by a Television Commercial and in store print elements like DHs, BTs, Translites, Banner, Bike Back, Hoardings, new brand website, promotion on social media etc.

About Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL) is part of Jubilant Bhartia group and India's largest food service company, with a network of more than 500 Domino's Pizza stores (as of 30th August, 2012) across 110 cities. JFL & its subsidiary operate Domino's Pizza brand with the exclusive rights for India, Sri Lanka, Bangladesh and Nepal. The Company is the market leader in the organized pizza market with a 55% market share and 70%+ share in the Pizza home delivery segment in India

Jubilant FoodWorks Limited

(as per Euro monitor report 2012).The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and currently has launched 5 Dunkin' Donuts restaurants in India (as of 6th October, 2012).

For more updates and information on the Company, please log on to www.jubilantfoodworks.com

For further media queries please contact:-
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