



JFL/NSE-BSE/2012-13/.....171.....

April 16, 2012

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

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

CM Quote: JUBLFOOD

Scrip Code: 533155

Sub: Issue of Press release dated April 16, 2012

Dear Sir/Madam,

Please find attached herewith copies of two press releases to be issued by the Company today.

This is for your information and record.

Thanking you,
For **Jubilant FoodWorks Limited**

(Mona Aggarwal)
Company Secretary

Encl : a/a



A Jubilant Bhartia Company

Jubilant FoodWorks Limited

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Master Franchisee of
Dunkin' Donuts



Master Franchisee of
Domino's Pizza Overseas
Franchising B.V., Netherlands



Khushiyon Ki
Home Delivery



3 new Delightful Pizza offerings from Domino's

Launches 3 exotic pizzas - 5 Peppers Veg, Zesty Chicken and Chicken Fiesta with scrumptious new toppings

New Delhi April 16, 2012: Domino's Pizza, the market leader in the organized pizza home delivery segment in India, have launched 3 new exotic Pizzas with extra loaded new toppings in their vegetarian and non-vegetarian pizza menu. The 3 new irresistible Pizzas are - 5 Peppers in Veg, Zesty Chicken and Chicken Fiesta in Non Veg category.

The **5 Peppers Pizza** is a new exotic pizza in vegetarian section topped with Red Bell pepper (red capsicum), Yellow bell pepper (yellow capsicum), Green Capsicum, Red paprika, Jalapeno, sprinkled with Exotic Herb. **The Zesty Chicken** is topped with Zesty Chicken Sausage, Barbeque Chicken, Capsicum & Red paprika. The **Chicken Fiesta** pizza is a combination of Chunky chicken & spicy chicken, capsicum and onion.

The newly introduced pizzas are offered in regular, medium and large sizes and are available at all Domino's stores across the country. As a brand, Domino's is committed to offer innovative products to its consumers. Every quarter a new product is launched from the Domino's kitchen to tempt the consumer's palate. Each of the pizzas at Domino's are made with unique toppings - specially selected and developed by the master chefs of the brand.





Commenting on the new pizza launch, **Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited** said "We are committed to offer a product that finds mass acceptance and recognition. As a result, we have always ensured that the products are made keeping in mind the consumers taste; something that they can connect with. Some of our new pizzas like Wheat Thin Crust Pizza, 3 Cheese Pizza etc are widely appreciated by consumers in every part of India. This is partly because we as a brand understand the consumers taste buds and hence are confident that the newly introduced Pizzas would also be liked by them. The new range promises to take the tasting experience to a new level. We are happy that our hot and piping Pizzas have successfully found their place in the Indian homes as a full meal".

Mr. Harneet Singh Rajpal, Vice President Marketing, Domino's Pizza India added, "Domino's has always maintained its brand uniqueness while adapting to changing consumers' demands and tastes. Our new offerings always give consumers a reason to try different tastes and hence coming back to us. With the introduction of these three new products, we hope to delight our consumers with greater variety and new taste experience. Our toppings are unique that add more taste to our Pizzas. Through our engaging marketing campaigns we have taken the brand to a larger audience. Today, people living across 100 cities in India are relishing Domino's Pizza due to its taste appeal, affordability and convenience. Our marketing efforts have helped us to make the brand grow not only in terms of product offerings but also as a significant mass brand".



About Jubilant FoodWorks Limited

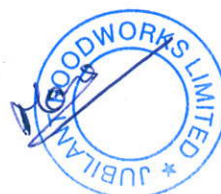
Jubilant FoodWorks Limited (JFL) was incorporated in 1995 and initiated operations in 1996. JFL is India's largest food service company, with a network of 439 stores (as of 31 December, 2011) across 100 cities. JFL & its subsidiary operate Domino's Pizza brand with the exclusive rights for India, Sri Lanka, Bangladesh and Nepal. The Company is the market leader in the organized pizza market with a 54% market share and 70% share in the Pizza home delivery segment in India. The Company has now also strengthened its portfolio by entering into an alliance with Dunkin' Donuts, for developing the Dunkin'Donuts brand and operating restaurants in India.

For more updates and information on the Company, please log on to www.dominos.co.in

For further media queries please contact:-

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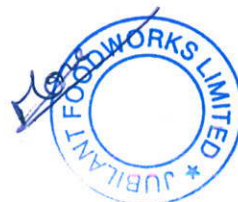
Khushiyon Ki
Home Delivery



Domino's Pizza refreshes the Value campaign --exotic new toppings for Pizza Mania

New Delhi, April 16, 2012: Domino's Pizza, the Market Leader in organized pizza home delivery segment in India re-launched its Pizza Mania range with new toppings. Pizza Mania is the flagship value range starting at Rs. 39/-. The latest campaign is also a reflection of how the company is committed to bring variety on the palate of their consumers at affordable pricing. Pizza Mania has evolved, with the company having focused heavily on its innovation by adding on new toppings for better tastes that are of consumer's choice.

The affordability factor of the product has positioned Pizza Mania as a pizza for the masses. In its successful 5th Season this summer, Pizza Mania offers new delicious topping combinations like Golden Corn, Chunky Chicken and Zesty Chicken Sausage to delight the masses. After successful pizza mania campaign of last year which placed Pizza as a great meal option, the new campaign further establishes the meal connect and invites people to have Domino's Pizza more regularly with its wide range of choices.



Commenting on the launch of the new Pizza Mania toppings through the new television Campaign, Mr. Harneet Singh Rajpal, Vice President, Marketing, Domino's Pizza India said, "The story in the tvc is about this young couple, who have set up home recently in a city. And the wife it seems doesn't have much previous experience in cooking. She has been trying her hand at preparing these meals, out of love, unfortunately without much success. The husband however has been very understanding and patient while putting up with the situation. And he finds a solution in Domino's Pizza Mania, almost everyday when the meal is burnt. Domino's Pizza Mania enables the man to provide a little dose of happiness, everyday, to his wife."

The campaign is conceptualized by Contract Advertising and directed by Shivender Singh Dungarpur.



The new campaign is also supported by in-store collaterals like door hangers, banners, box toppers, danglers, translites, dine-in menu cards, standee and more.



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