



JFL/NSE-BSE/2011/.....115

August 25, 2011

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 August 25, 2011

Dear Sir/Madam,

Please find attached 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

(Mona Aggarwal)
Company Secretary



Encl : a/a

9th Best Employer in India; Amongst top 25 Best Employers in Asia - Hewitt's Best Employer Survey 2009

Jubilant FoodWorks Ltd.
Master Franchisee of Domino's Pizza Overseas Franchising B.V., Netherlands
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PAN No.: AABCD1821C



Khushiyon Ki
Home Delivery



Khushiyon ki home delivery is now a click away!

Domino's becomes the first brand in Food Service Industry to launch Online ordering service nationally

New Delhi, August 25, 2011: Domino's Pizza, the market leader in the organized pizza home delivery segment in India (Source: *The Food Franchising Report, 2009*) has become the first food services company to launch Online Ordering service nationally. It is move to make the Pizza Ordering experience more convenient and fun for a large and fast growing population of Netizans in India. For those, who are technology freaks and even for casual internet users, this medium will surely be a yummy pizza ordering experience. The system will allow customers to pay by cash on delivery or credit card, debit card, net banking or mobile cash card for their *hot n piping pizzas*. This payment gateway is powered by Bill Desk, a leading online payment solution provider.

Speaking on the launch of this exclusive system for a QSR brand in India, **Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited** said, "As a company our endeavor is to provide the best of service to our customers in terms of ordering our Pizzas. At the same time we want to make use of the technology to make our brand more accessible and approachable for consumers. The launch of Online Ordering platform adds a new dimension to convenience and experience of the ordering process. We believe that our customers would find it even more convenient to order with us now with the new interface. We are delighted to take our brand a step ahead with the new launch".

Commenting about the new introduced system **Mr. Harneet Singh Rajpal, Vice President, Marketing, Domino's Pizza India** said, "Our endeavor is to be at the forefront in using new technologies to extend more convenience to our consumers. This service will fulfill the latent need and enhance the overall consumer experience. E-commerce is gaining lot of traction in India and we believe that the timing was just right to launch this new innovative platform. Online Ordering has been a huge success in other Domino's International markets and we are confident of replicating that success here in India.

Features of Domino's Online Ordering

- Consumers can place order without registration also
- Login is optional & could be done with mobile number and password or social media logins like FaceBook and Yahoo.
- Save past orders and delivery address for quick ordering
- Complete control and visibility of orders and coupons
- Customize pizzas as you want
- All possible payment options-cash on delivery, credit card, debit card, net banking, mobile card.
- 30 minutes delivery guarantee



"I am sure that people will find the new interface very friendly to use and place orders. There are lots of other benefits that consumers get by using the new platform. One does not have to remember the phone no., don't have to wait for the phones to be picked up, have complete control and visibility of the order and choose the option of paying through Cash on delivery, credit card, debit card, net banking or mobile cash card. A unique feature of the system is that it can save multiple addresses and orders placed at different points of time. Hence, it will allow the consumers to choose from past orders and order quickly. This platform is integrated with social media logins like Facebook and Yahoo; enabling customers to use their own login for registering on the site. The best part is that even on this online ordering service our unique '30 minutes of free' delivery promise is applicable" added **Mr. Harneet Singh**.

About Jubilant FoodWorks Limited

JFL was incorporated in 1995 and initiated operations in 1996. JFL is India's largest and fastest growing food service company, with a network of 392 stores (as of 30 June, 2011). JFL & its subsidiary operates Domino's Pizza brand with the exclusive rights for India, Nepal, Bangladesh and Sri Lanka. The Company is the market leader in the organized pizza market with a 50% 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 Media queries please contact:

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