



Press Note

Jubilant FoodWorks employees step out to promote Road Safety initiative

Delhi , January 01, 2013 :Jubilant FoodWorks Limited (JFL) / Domino's Pizza in a joint initiative with the Delhi Traffic Police (DTP) and Prayaas (an NGO), stepped out today to be part of a drive to create awareness about road safety and discourage people from drunk driving. More than 600 employees from Domino's Pizza across Delhi & NCR has joined the program, which marks the National Road Safety Week. The programme was launched today morning at Delhi Gate, where the employees from Domino's had gathered to kick start the programme . **"Don't drink and Drive , Save Life"** . Rather than just talking about statistics and figures, employees from Domino's along with other volunteers from DTP & Prayas took proactive action and came out on the streets to convey road safety messages to the general public through placards and banners. The Delhi Traffic Police also conducted breathalyser checks at various points, during this period.

The event was attended by Mr Ajay Kaul, CEO, Jubilant FoodWorks Limited, Mr. Satyender Garg , Jt. Commissioner- Traffic Police, Delhi, Mr. KK Gandhi, Chairman, SIAM and Mr. Amod Kanth, Former Police Commissioner, Delhi.

Speaking on the occasion, **Mr Ajay Kaul, CEO, Jubilant FoodWorks Limited said,** " The Jubilant FoodWorks team is pleased to associate with the Delhi Traffic Police and Prayaas to support safe driving. The economic, social and health losses that result every year from road traffic injuries are not inevitable. Such accidents can easily be prevented if every law abiding citizen strictly follow the rules laid down for their safety by the traffic departments. Hence, to mark the beginning of the new year, it extremely essential that we become more aware and educated about traffic rules and regulations."

To continue the process of creating awareness and mass sensitization, employees from Jubilant FoodWorks will stand at key traffic junctions and distribute fliers, from 2nd- 5th January, 2013. On **6th January, a Mega Painting Competition will be organized for under-privileged children on "Road Safety" at Road Safety Park, Pragati Maidan to mark the culmination of the drive .**

About Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL/Company) is part of Jubilant Bhartia group and India's largest food service company, with a network of 515 Domino's Pizza stores (as of 30 September, 2012) across 112 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 62% market share and 70%+ share in the Pizza home delivery segment in India (as per Euro monitor report 2011). The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 7 Dunkin' Donuts restaurants in India (as of 5th December, 2012).

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

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