



Press Note

Jubilant FoodWorks employees step out to promote Road Safety initiative

Chennai , January 01, 2013 :Jubilant FoodWorks Limited (JFL) / Domino's Pizza in a joint initiative with the Chennai Traffic Police (CTP), stepped out today to be part of a drive to create awareness about road safety and discourage people from drunk driving. More than 100 employees from Domino's Pizza, Chennai has joined the program, which marks the National Road Safety Week. The programme was launched today morning at Gandhi Statue, Marina Beach, 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 CTP took proactive action and came out on the streets to convey road safety messages to the general public through placards and banners. The Chennai Traffic Police also conducted breathalyzer checks at various points, during this period.

The event was attended by Senior Officials from Jubilant FoodWorks Limited, Police Commissioner- Traffic Police, Chennai; Jt. Commissioner; Deputy Commissioner- Chennai Traffic Police.

Speaking about the initiative, **Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited said**, "The Jubilant FoodWorks team is pleased to associate with the Chennai Traffic Police 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.

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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