



JUBILANT
FoodWorks

JFL/NSE-BSE/2012-13/...181...

May 8, 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 May 8, 2012

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**

(Moria 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



Jubilant FoodWorks Ltd. Officially Launches Dunkin' Donuts in Delhi

Restaurant Opens with a Wide Variety Western, all Day Part Menu Including Donuts, Coffee, Sandwiches, Milkshakes, Smoothies, Snacks, and More

New Delhi, May 8, 2012: Dunkin' Donuts, the world's leading baked goods and coffee chain, today officially launched in Delhi with the opening of its flagship store at Connaught Place, New Delhi, at the heart of the city's commercial centre.

Jubilant FoodWorks Ltd. (JFL), India's largest Food Service Company, entered into an alliance with Dunkin' Donuts early last year to bring the brand's restaurants to India. With the beginning of this agreement with Dunkin' Donuts, JFL, which already has rights for Domino's Pizza, has now significantly strengthened its portfolio. JFL is well poised to address two distinct non-competing segments of the Food Service Industry in India, namely the pizza home delivery market and the all day part food café and beverage market.

The Dunkin' Donuts restaurant branded as "Dunkin' Donuts & More" will offer the best of its international menu as well as products developed specially for India. The menu will feature a wide range of Donuts, Dunkin' original blend drip coffee, espresso based beverages. The menu for India also features a wide assortment of sandwiches served on artisan breads such as focaccia, croissants, ciabatta, bagels. The beverages menu has also been expanded with fruit milkshakes, smoothies and tea.

Speaking about the grand opening occasion, Mr. Shyam S. Bhartia, Chairman and Mr. Hari S. Bhartia, Co-Chairman, Jubilant FoodWorks Ltd. said, "India is a key strategic market with immense potential for growth in the food service business. We are delighted with the launch of Dunkin' Donuts in India. Our team has been working very hard over the last year to come up with a differentiated value proposition and the result has been very gratifying. We are strongly convinced that the Dunkin' Donuts brand is extremely relevant for India, not only due to its iconic status in donuts and coffee, but also due to its differentiated food and beverage menu, which Indians are now ready for. This restaurant marks the beginning of another exciting journey for Jubilant FoodWorks and we hope to exceed customer expectations."

Present at the launch, Mr. Ajay Kaul, CEO Jubilant FoodWorks Ltd. said, "We are happy to launch our first Dunkin Donuts location in the heart of the city today. Given our deep understanding of Indian consumers, we have gone the extra mile to innovate and offer a Dunkin' Donuts menu that brings the best of what the brand has to offer internationally, while keeping the needs of Indian consumers in mind.

The menu created for India was a result of more than a year of development by the Dunkin' Donuts India – Jubilant FoodWorks culinary team collaborating and working very closely with chefs from the Dunkin' Donuts culinary team based in the United States. One of the first investments that we made was the setting up of a world class R&D kitchen and the appointment of best in class culinary resources to come up with a winning menu suitable for the Indian market.

In keeping with the expansion plan, we will open around 10 stores in the FY13. Further, over next five years, we plan to open 80-100 stores."



Adding on, Mr. Dev Amrithesh, COO and President Dunkin' Donuts India – JFL said, "Dunkin' Donuts is known for its donuts for sure, but is also about coffee, sandwiches, all day snacks and other beverages. The brand name in India has the sign of "Dunkin' Donuts & More" to signify our wide product range and the unique experiences that our restaurants offer. We believe Dunkin' Donuts will occupy the sweet spot in between cafés and quick service restaurants, as we offer elements of both. A great all day menu of food and a fantastic range of beverages, along with a chilled out, modern and relaxed environment. We are confident that Indian consumers will love our format and our product offering."

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for six years running. The company has more than 10,000 restaurants in 32 countries worldwide. For the full-year 2011, Dunkin' Donuts' restaurants had global franchisee-reported sales of approximately \$6.4 billion. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. **For more information, visit www.DunkinDonuts.com**

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 Domino's Pizza 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.jubilantfoodworks.com

For further media queries please contact:-

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