JUBILANT FOODWORKS

JFL/NSE-BSE/2012-13/...205.....

July 27, 2012

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

CM Quote: JUBLFOOD

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

Scrip Code: 533155

Sub: Issue of Press release dated July 27, 2012

Dear Sir/Madam,

Please find enclosed 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**

Jubilant FoodWorks Limited

(Mona Aggarwal)
Company Secretary

Encl : a/a

Khushiyon Ki Home Delivery

JUBILANT FOODWORKS

Lip smacking Spicy Twistyz and Potato Smackers from Domino's Pizza

Introduces irresistible Dine-in side dishes starting at 25/- only

New Delhi, July 27,2012: The experts of home delivery and the market leader in the organized pizza segment in India, Domino's Pizza launched amazingly tasty, hard-to-resist side snacks **"Spicy Twistyz and Potato Smackers" priced at Rs. 25 and 49** respectively to enhance their Dine in offering. These scrumptious snacks add a special zing and a yummy new dimension to a pizza-meal. Spicy Twistyz and Potato Smackers are now already star attractions at Domino's Pizza outlets across India.

Potato Smackers are hot potato wedges seasoned with red paprika and parsley to be enjoyed best with Cheesy Jalapeno dip.The new Spicy Twistyz has pizza bread sticks filled with a cheese blend and exotic Mexican seasoning. The just- introduced tangy, spicy snacks are proving to be runaway hits with consumers. With this array of side dishes, Domino's Pizza now offers consumers a full range of main pizza and side dishes.

Commenting on the new offering, Mr. Harneet Singh Rajpal, VP Marketing, Domino's Pizza India said "At Domino's we aim to provide variety in our menu. Given the success of our earlier side dishes like Pasta Italiano, Chicken Kickers, stuffed garlic bread etc we decided to introduce these new variant in our menu offerings. Our research tells us that consumers always want variety and new taste experience,in such a scenario it is imperative for a popular food brand like Domino's to constantly innovate. The launch of Spicy Twistyz and Potato Smackers will

Jubilant FoodWorks Limited

diversify our Dine-in offerings and enhance the brand's appeal to our loyal as well as new customers. We hope to garner larger share of eating out occasions with the complete range that we have to offer"

- Value for money, **Spicy Twistyz** will be available @ Rs. 25
- **Potato Smackers** will be priced @ Rs. 49 with 3 introductory offers:
  - buy a medium pizza + coke and get Potato Smackers for 30/-
  - get any pasta + potato smackers for 135/-
  - get chicken kickers + potato smackers for 145/-

These offers are available at all Domino's Pizza Store across India.

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 489 Domino's Pizza stores (as of 30th June 2012) across 110 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 also has exclusive rights for developing Dunkin' Donuts brand and operating restaurants for India and currently has launched 3 Dunkin' Donuts restaurants in India (as of 30th June, 2012).

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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