



JFL/NSE-BSE/2011/.....96.....

June 13, 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 June 13, 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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Khushiyon Ki
Home Delivery



Domino's adds folk touch to its new store opening in Ahmedabad

- Delivers Happiness with cultural extravaganza

Ahmedabad, June 13, 2011: Domino's Pizza, the market leader in the organized pizza home delivery segment in India (*Source: The Food Franchising Report, 2009*) set the town abuzz with the grand opening of its new store at Wide Angle Multiplex, Satellite Tower - Ahmedabad. This unique launch approach of mounting a cultural extravaganza has been adopted to deliver happiness among the people in the city. The store marks another milestone in Domino's Pizza's expansion plans in Ahmedabad. With this store opening Domino's Pizza has further strengthened its leadership position in the region.

The various activities on the first week of the launch included Magic Show, Puppet show, Kachhi Ghodi dance, Tattoo Artist and Tarot reading.

On the occasion of the launch of Domino's new store in Ahmedabad, **Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited** said, "Domino's Pizza is doing very well across the country and in Ahmedabad as well; for us Gujarat as a State holds out great potential for in future. Our expansion in the region is in consonance with our strategy of maintaining the leadership position in organized pizza category."





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Speaking on the occasion, Mr. Harneet Singh Rajpal, Vice-President, Marketing, Domino's Pizza India, said, "Domino's Pizza is very well accepted in India. We also have a good presence in Ahmedabad with DSachet-1, C.G. Road Store, Sukh Shanti Complex, Bhatta - Store, Venus Atlantis Business Park , Shivalik Yash, 132, Ring Road and PVR Talkies Stores. Our unmatched '30 mins or free home delivery' promise, delicious pizzas and the affordable pricing have made us more acceptable to larger population across the country. Ahmedabad particularly has always been a favorable market for Domino's and we are happy to now launch the store in a new location in the city, making our pizzas more accessible for our customers."

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 378 stores (as of 31 March, 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 agreement with Dunkin' Donuts Franchising LLC, 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

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