



JFL/NSE-BSE/2012-13/.....189.....

June 20, 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 June 20, 2012

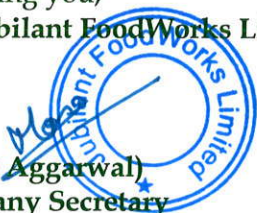
Dear Sir/Madam,

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

(Mona Aggarwal)
Company Secretary



Encl : a/a

A Jubilant Bhartia Company

Jubilant FoodWorks Limited

Corporate & Regd. Office:
B-214, Phase-II, Dist. Gautam Budh Nagar
Noida - 201 305, UP, India
Tel : +91 120 40 90500, Fax: +91 120 4090599
PAN No. - AABCD1821C



Master Franchisee of
Dunkin' Donuts



Master Franchisee of
Domino's Pizza Overseas
Franchising B.V., Netherlands



Domino's Pizza delivers fun and excitement in Bengaluru **Celebrates Namma Bengaluru – Namma Domino's festival**



Bengaluru June 20, 2012: The excitement and enthusiasm in town is almost palpable, as Domino's Pizza, the market leader in the organized pizza home delivery segment in India unveils its month-long celebrations – "**Namma Bengaluru Namma Domino's**" in Bengaluru city.

This festival is aimed at rewarding its customers with innovative promotional offers i.e. multi-tiered offers and also incorporates daily prizes with bigger rewards in every ten days as well as fortnightly bonanzas. This campaign high on fun & 'cool quotient' is being celebrated across all 56 Domino's outlets in the city.

Supported by marketing materials like Door hangers, Banner, Dangler, Balloons, Wobble Boards, Standees etc, the objective of the campaign is to create a delightful, interactive experience for consumers in the city through this colorful carnival. The **Namma Bengaluru Namma Domino's** festival is also being promoted through a month long campaign on radio channels, Volvo bus wraps etc.





Speaking about the campaign in Bengaluru, Mr. Harneet Singh Rajpal, Vice President, Marketing Domino's Pizza India said "As a food service company our thrust has always been on innovation; right from our delicious products to our exciting consumer campaigns. We have always provided our consumers new and enjoyable experiences. We are a customer centric brand and with this promotion we aim to reach out to our customers and enhance their brand experience. With "**Namma Bengaluru Namma Domino's**" we have come up with the winning idea of celebrations that embodies the fun and excitement that is intrinsic to brand Domino's and the effervescent spirit of Bengaluru city. We are confident that the excitement and interest generated at the start of this festival will ensure that all roads of Bengaluru lead to one destination – Domino's outlets where "celebrations are on".

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 465 Domino's Pizza stores (as of 31 March 2012) across 105 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 further media queries please contact:-

Sylvia Dutta
Corporate Communications
Jubilant FoodWorks Limited
+91 9958694506

Arpita Sinha
Lexicon Public Relations
+91 9871606139



"Namma Bengaluru

Namma Domino's" offers:

- Garlic Bread and Dip FREE (this offer is valid on a minimum net bill value of Rs. 399 & more)
- Chocó lava Cake FREE – this offer is valid on a minimum net bill value of Rs. 299 & above
- Pasta FREE - this offer is valid on a minimum net bill value of Rs. 349 & above

Another Coupon based offer:-

Buy 1 Get 1 FREE – This offer is a Step Down BOGO.

On ordering a large pizza get a medium Pizza free or on ordering a Medium Pizza get a Regular Pizza Free. Not valid on Simply Veg Pizzas, Simply Non-Veg Pizzas & Pizza Mania