



JFL/NSE-BSE/2010/.....48.....



December 22, 2010

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 December 21, 2010

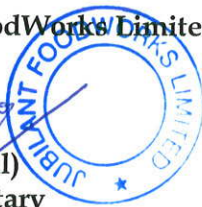
Dear Sir/Madam,

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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Domino's Pizza enters Bhubaneswar; Wins hearts with its delicious pizzas

Bhubaneswar, December 21, 2010: 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 first store in Bhubaneswar. The store in Bhubaneswar marks another milestone in Domino's Pizza's pan India expansion plans. With its finger firmly on the pulse of the collective palate of the nation, Domino's Pizza marches ahead, opening a string of stores in Tier II & III cities across the country including Calicut, Madurai, Gangtok, Raipur, Jabalpur, Patna etc, consistently consolidating its market leader position.

The overwhelming response the store has witnessed since its opening few days back proves how popular Domino's Pizza is! Residents of Bhubaneswar can't seem to get enough of Domino's Pizza if one is to go by the astounding sales figures since the store's soft launch.

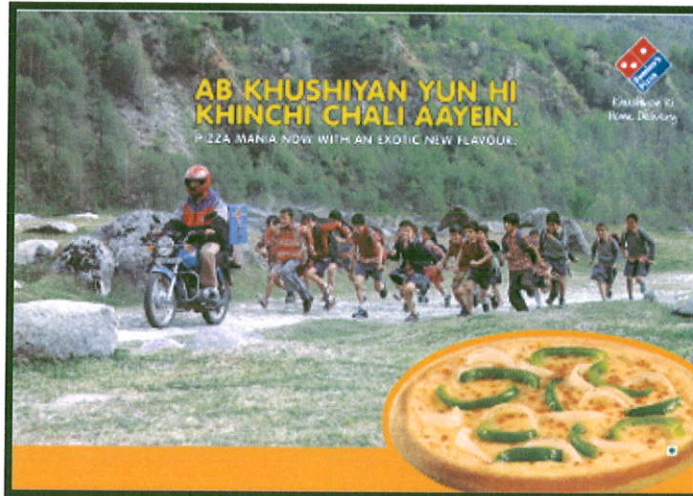
In keeping with its tagline of 'Khusiyon Ki Home Delivery' through great taste, best in class delivery and value for money, inhabitants of Bhubaneswar can now enjoy the world famous range of Pizzas, Pastas, Wraps, Garlic Breadsticks, Chicken Wings, Choco Lava Cakes and the latest addition of Double Burst Pizzas either in the comfort of their homes or at the store in Jaydev Vihar, Xavier Cross Road. Both dine-in and delivery formats promise to delight the customers with delicious food and great service.

Speaking on the occasion **Mr. Ajay Kaul, CEO Jubilant FoodWorks Limited** said, "We are very happy to start our journey in the state of Orissa with such a stupendous response from the people of Bhubaneswar. It is amply clear that Orissa as a State holds out great potential for us in future. We have recently established our stores in other Tier II & Tier III cities like Ranchi, Siliguri, Gangtok, Guwahati, Patna etc and we are pleased to mark our presence now in Orissa by opening our first store. This new





store in the city will give an opportunity to our customers to enjoy our delicious pizzas, pastas, wraps both through our dine-in and delivery models.”



Also present on the occasion, **Mr. Dev Amritesh, Senior Vice President - Marketing, Jubilant FoodWorks Limited** said, “Our market research establishes the fact that Pizzas are no longer seen as an alien food in India – a fact that is constantly reinforced with the success of Domino’s in every new city that we have entered. Our success in the QSR Industry is a result of our constant product innovations, great taste, best in class delivery competency and value for money. Our newly launched Double Burst Pizza has already created waves among consumers boosted by our Television commercial that adopts a unique, fresh take on the ‘double’ theme and now as we increase our presence in smaller cities we are well on our way to bring happiness to every door step in India”. He further added, “In smaller cities, dining out is a special occasion for the family and keeping this in mind our stores have been designed for comfortable dine-in. However, even in such cities, home delivery orders are on the rise reflecting the changing lifestyles. In Bhubaneswar too, we have highlighted both the options and we hope to do equally well in both”.





Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL) is a food-service company and currently operates Domino's Pizza stores in India. The Company was incorporated in 1995 and initiated operations in 1996. Domino's Pizza in India has 339 stores pan India as on 30th September, 2010.

The Company is the market leader in the organized pizza market with a 50% overall market share and 65% share in the home delivery segment in India. JFL focuses on a home delivery and takeaway oriented business model, which offers its consumers the convenience of eating in the comfort of their own homes and workspaces.

JFL operates its stores pursuant to a Master Franchise Agreement with Domino's Pizza International, which provides it with the exclusive right to develop and operate Domino's Pizza delivery stores and the associated trademarks in the operation of stores in India, Nepal, Bangladesh and Sri Lanka.

Jubilant FoodWorks Limited was ranked as the 9th Best Employer among 25 companies in India in 2009 by Hewitt Associates and rated among the Best Employers in Asia in the Hewitt Best Employers in the Asia 2009 study.

The brand, Domino's Pizza, was founded in the US in 1960 by Thomas and James Monaghan. Since then, it has grown into a global network of more than 9000 pizza stores in more than 60 countries around the world.

For more updates and information on the Company, please log on to www.dominos.co.in

For further media queries please contact:-

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