



JFL/NSE-BSE/2012-13/.....190.....

June 29, 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 29, 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

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PAN No. - AABCD1821C





Domino's introduces "All New Stuffed Garlic Bread"

Delicious surprise for the taste buds

New Delhi, June 29, 2012: To tingle the taste buds and add freshness to the palate Domino's Pizza, the market leader in the organized pizza home delivery segment in India, launched its all - new Stuffed Garlic Bread, which has creamy layer of mozzarella cheese mixed with golden corn and tangy jalapenos, stuffed inside the bread. Priced at Rs. 79, the newly introduced product is available at all Domino's stores across the country. There is also an introductory offer of 45/- on Stuffed Garlic bread along with Medium pizzas and Coke.

The new product is supported by a TV Commercial and in-store collaterals like door hangers, banners, box toppers, danglers, translites, dine-in menu cards, standee and more.

With every product launch, Domino's uses innovation and creativity to bring new taste experiences to consumers. The iconic brand in the QSR Industry, Dominos Pizza, exhibits its tagline of happiness home delivered through the new TVC launched today that talks about how people like to give pleasant surprises to their much loved ones.

Commenting on the new offering Mr. Harneet Singh Rajpal, VP Marketing, Domino's Pizza India said, "Research has indicated that in our category, consumers are always looking for new variety of offerings. While old favourites continue to charm consumers, new additions to menu give them a reason to try different tastes. We are confident that with the launch of this new Stuffed Garlic Bread, Domino's Pizza will scale new



peaks in its endeavour to exceed customers' expectations on taste and quality. We are committed to enhance the taste experience of our customers with the new innovative delicious products at a regular interval".

Speaking on the new TV ad, Mr. Harneet Singh Rajpal said, "Our new TVC is based on the consumer insight that people like to give pleasant surprises to their loved ones and friends. TVC showcases a young man proposing to his girlfriend, in a simple but unconventional way, using the new Stuffed Garlic Bread. So the surprise inside the bread rubs on the surprise that the young man gives to his girlfriend. In a way the commercial creates a visual of happiness and mouth watering ingredients of the product".

The marketing campaign for the range is also set to present a fresh new twist to the 'Khushiyaon ki home delivery" experience. The campaign will debut today with a mix of TVCs, and in-store promotions. The TVC is conceptualised by Contract Advertising, produced by Daydreamer Pictures and directed by Nick Swayer.

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 more updates and information on the Company, please log on to www.jubilantfoodworks.com

For further media queries please contact:-

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