A Jubilant Bhartia Group Company

August 3, 2010

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 August 3 , 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 cum
Compliance Officer

Jubilant FoodWorks Ltd.
Master Franchisee of Domino's Pizza Overseas Franchising B.V., Netherlands
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Khushiyon Ki Home Delivery

Domino's Pizza brings more variety for consumers – introduces Mexican Wrap and Pasta Italiano

New Delhi: 3rd August, 2010: Domino's Pizza, the market leader in the organized pizza home delivery segment in India *(source: The Food Franchising Report, 2009)* recently brought in more excitement in its menu by introducing delicious Mexican Wrap and Pasta Italiano, to offer greater variety to its consumers.

The New Mexican Wrap is a unique offering with a refreshingly different layered wrap filled with juicy fillings (Veg and NVeg), Mexican seasoning, flavored cheese and tangy sauce. The new Pasta Italiano has penne pasta tossed with extra virgin olive oil, new exotic herbs, select toppings and a generous helping of new flavored sauces (White or Red). The new Pasta offering promises a richer and flavorful pasta experience.

Both offerings sufficiently serve one person at a pocket friendly price of ₹ 79 for Veg or ₹ 89 for NVeg.

To encourage trials, Domino's Pizza has an attractive introductory offer whereby customers can get a Veg Mexican Wrap/Pasta Italiano for just ₹ 39 on purchase of a medium pizza along with a beverage. NVeg option can be bought at just ₹ 49 under the offer.

Domino's Pizza has launched many hugely popular sides; Calzone, Pasta and Choco Lava Cake in past and continuing with its focus to provide greater variety to its consumers, Domino's Pizza has now launched the new Mexican Wrap and Pasta Italiano, which would be available in all Domino's stores across the country.

Commenting on the new offerings, **Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited** – the Master Franchisee of Domino's Pizza in India, said, "We have been tracking an excellent growth this year. We hope to continue the high growth momentum with the launch of new Mexican Wrap and Pasta Italiano. Both these products promise to take the tasting experience to a new level and with a pocket friendly price; they will surely be liked by all."

Jubilant FoodWorks Limited

Mr. Dev Amritesh, Senior Vice President, Marketing, Jubilant FoodWorks added, "Research has indicated that in our category consumers are always looking for new variety of offering. While old favourites continue to charm consumers, new additions to menu give them a reason to try different tastes.

With the introduction of these two new products; Mexican Wrap and Pasta Italiano we hope to delight our consumers with greater variety & new taste experience and give them yet another reason to call us."

The new products are supported by TV and in-store collaterals like door hangers, banners, Box toppers, danglers, translites, dine-in menus, standee and more.

Speaking on the new TV ad for the new products, **Mr. Dev Amritesh**, said, "Our new ad is a visual and musical extravaganza of 3 cultures; Italy; the place of origin of Pasta, Mexico; the place of origin of Mexican Wrap and India; where Domino's Pizza is enabling the best of Italy and Mexico to reach the Indian homes to celebrate the supreme tasting experience. The new TVC also further establishes our delivery focus and expertise."

Domino's Pizza has earmarked ₹ 6 crores for the 3-month campaign.

Jubilant FoodWorks Limited

Jubilant FoodWorks Limited (JFL) is primarily a food-service company and currently operates Domino's Pizza stores in India. The Company was incorporated in 1995 and initiated operations in 1996. At present JFL is one of the largest food service companies in India with a network of 320 stores (as of 30 June, 2010) pan India.

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 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