



June 25, 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.  
25<sup>th</sup> Floor, P.J. Towers,  
Dalal Street, Mumbai - 400001

CM Quote: JUBLFOOD

Scrip Code: 533155

*Sub: Issue of Press release dated June 25, 2010*

Dear Sir/Madam,

Please find attached herewith a copy of the press releases 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

Encl: a/a

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**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

## PRESS RELEASE

### *Khushiyon ki home delivery now in Guwahati*

**Guwahati, June 25<sup>th</sup>, 2010**– Domino's Pizza, the Market Leader in organized pizza home delivery segment in India (*Source: The Food Franchising Report, 2009*), recently opened its first store in Guwahati, the commercial hub of North east. Guwahati is the first city in Assam, where Domino's Pizza is going make its delicious Pizza available. Over the last one year under a robust plan to expand its footprints along the length and breadth of the country, Domino's Pizza added many new cities like Calicut, Roorkee, Gangtok, Sholapur etc, onto its radar.

Speaking on the occasion, **Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited**, said, "We are very happy to open our first store in Guwahati, a city which is rated as one of the top 5 growing cities in India. Looking at the potential of the city as a major commercial and educational center for north east, we are sure that our product offerings will woo the taste buds of the city dwellers. Our market research into the profile of Guwahati, confirms that people here are very enthusiastic about food formats such as Domino's Pizza. This spruced our decision to enter Guwahati. With the opening of this store we have further consolidated our leadership position in India, extending our base further into North East as well."

The First Domino's Pizza store is located at The Hub Mall.



**Mr. Basab Bordoloi, Vice President, Jubilant FoodWorks Limited**, said, "The response that we received in the first few days confirms that Domino's brand has got a universal appeal and although we were



not present in Guwahati, people have watched us all these years on TV and they are more than willing to associate with the brand. We believe that a significant fraction of the success of our stores is attributed to our delicious and affordable product range starting at a price point of just rs 39. Our endeavour is to provide great tasting pizzas to our customers either through service at our store or by delivering to the comforts of their homes with the promise to deliver the fresh delicious offerings in 30 mins or else free.”

“The store will also give the Pizza and Pasta lovers of Guwahati and visitors from neighboring areras like Shillong and Meghalaya, a perfect dine-in experience while they are out shopping. Further, it will create employment opportunities for the youth from the area” added Mr Bordoloi.

## **Jubilant FoodWorks Limited**

Jubilant FoodWorks Limited (JFL) is primarily a food-service company and currently operates Domino's Pizza stores in India and via a sub-franchisee in Sri Lanka. 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 306 stores (as of 31 March, 2010) pan India and 5 stores in Sri Lanka.

The Company is the market leader in the organized pizza home delivery segment in India with over 65% market share. JFL focuses on a home delivery and takeaway oriented business model, which offers its customers 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](http://www.dominos.co.in)





PRESS RELEASE

## Madurai says Cheese to Domino's Pizza!

**Madurai, June 25<sup>th</sup> 2010:** Domino's Pizza, the Market Leader in organized pizza home delivery segment in India (*Source: The Food Franchising Report, 2009*), recently had a grand opening of its first store here in Madurai.

Keeping up with the tagline of delivering happiness through great value and its delicious array of product offerings such as Pizzas, Pastas and Choco Lava Cake, Domino's Pizza's entry in Madurai is another milestone in its aggressive expansion plans to be present in every corner of the Country.

The Pizza Delivery Expert, Domino's Pizza, succeeded yet again in its pan-India journey by recently opening its first store in Madurai, making way to further penetrate into Tamil Nadu.

On this occasion, **Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited**, said, "We are very happy to expand our presence in Tamil Nadu. After our long standing presence in Chennai and Coimbatore, we are thrilled to open our new store here. Our market research has given us more reasons to believe that people in the city are enthusiastic about food formats such as ours. Looking at this potential, we decided to open our store in Madurai. This new store in the City will give an opportunity to our customers to enjoy our delicious pizzas and pastas both through our dine-in and delivery models."



The new store is located at SivaShakthi Plaza, K. K Nagar. Phone No: 2588899 - 2589971/72/73/74/75.

The astounding success of Domino's Pizza is certainly due to its extremely affordable and deliciously mouthwatering offerings. And 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, Gangtok, Trivandrum, Jabalpur etc, consistently consolidating its market leader position.

Speaking on the occasion, Mr. Dev Amrithesh, Senior Vice President, Jubilant FoodWorks Limited, said, "Domino's Pizza has been for a long time keen on opening a store in Madurai. The response that we have received here has given us a perfect launch platform and has increased the confidence of the team to get more and more people into the Domino's Pizza fold. The grand opening of our smaller city stores such as Madurai has proved once again that small towns in India have tremendous opportunity in the QSR industry and they are ready to lap up this category in the same fashion as Urban India.



Further, we believe that we have strengthened our leadership position in the country in the organized Pizza home delivery segment. Domino's Pizza's endeavor is to deliver hot 'n' fresh pizzas in 30-minutes to customers' doorsteps."

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