JUBILANT FOODWORKS
www.jubilantfoodworks.com

Domino's Pizza
www.dominos.co.in

DUNKIN' DONUTS
www.dunkinindia.com

JFL/NSE-BSE/2015-16/78

December 09, 2015

The Manager
Listing Department
BSE Limited
25th Floor, P.J. Towers,
Dalal Street, Mumbai – 400001

Scrip Code: 533155

The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai – 400051

CM Quote: JUBLFOOD

Sub: Press Release dated December 09, 2015

Dear Sir/Madam,

Please find enclosed herewith the Press Release dated December 09, 2015, to be issued by the Company.

This is for your information and records.

Thanking you,

For **Jubilant FoodWorks Limited**

Company Secretary/Authorised Signatory

Investor E-mail id: investor@jublfood.com

Encl.: A/a

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Domino's launches latest Winter Flavours

Noida, December 9, 2015: Domino's Pizza, India's Pizza Delivery Expert and market leader in the organized pizza market is back with its latest product offerings for the season. The latest launches have been developed with the aim of providing a wider menu to the consumers making their experience more enjoyable and exciting. Domino's Pizza is offering its new additions Custard Bliss dessert, Double Cheese Crunch pizza and the much awaited Cheese Burst pizza in regular size this season.

Custard Bliss dessert has been developed considering Indian consumers' love for custard flavour. Furthermore it will give an extra dessert option to the consumer. It is the latest addition in the menu after the much loved Choco Lava Cake. This amazingly delicious dessert is made from soft buttery flavoured dough rolled over tasty Vanilla Custard, milk, cream, sprinkled with finely powdered cardamom sugar which adds a unique delightful flavour.

The unique Double Cheese Crunch pizza is the latest addition in the list of indulgent pizzas offered by Domino's Pizza. It is an exclusive offering by Domino's Pizza and comes with two thin crusts having liquid creamy cheese in-between, topped with mozzarella cheese and fresh vegetarian or non-vegetarian toppings. Furthermore now Cheese Burst lovers will be able to experience the product in regular size which will give the consumers the choice of having an indulgent crust in a smaller size, with the launch of regular size Cheese Burst Pizzas.

Commenting on the latest offerings Mr. S Murugan Narayanaswamy, Senior Vice President Marketing, Domino's Pizza India said, *"Domino's Pizza has always endeavoured to create an excitement and new news in the category. With the advent of festive season and winter, people have a tendency to consume indulgent food. Our aim has always been to cater to a wider audience and with the introduction of the new offerings, we hope to delight our consumers with new and fresh tasting products that are universal in flavour.*

"The Double Cheese Crunch is first of its kind in India, extending our varied range of crusts while Custard Bliss meets the consumer demand for a non-chocolate dessert. We are hoping that with these additions to our menu, we will attract many new consumers to our restaurants", ***Mr. Narayanaswamy further added.***

The new product launch will be supported by a 360° campaign comprising of TV advertising, online and in-store collaterals like door hangers, banners, box toppers, danglers, translates, dine-in menus, standees and more.

The TVC has been conceptualised by Creative Land Asia, directed by Jonathan Weyland and production was done by Scrambled Eggs.

Jubilant FoodWorks Limited

About Jubilant FoodWorks Limited:

Jubilant FoodWorks Limited (JFL/Company) is part of Jubilant Bhartia group and India's largest food service Company, with a network of 959 Domino's Pizza restaurants across 218 cities (as of November 5, 2015). The Company & its subsidiary have the exclusive rights to develop and operate Domino's Pizza brand in India, Sri Lanka, Bangladesh and Nepal. At present it operates in India and Sri Lanka. The Company is the market leader in the chained pizza market with ~72% market share in India (as per Euro Monitor Consumer Food Service Report, 2015). The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 67 Dunkin' Donuts restaurants across 23 cities in India (as of November 5, 2015).

Corporate Identification No: L74899UP1995PLC043677
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For more information, please contact:

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