

JFL/NSE-BSE/2017-18/8

April 19, 2017

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

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

Scrip Code: 533155

Symbol: JUBLFOOD

Sub: Press Release dated April 19, 2017

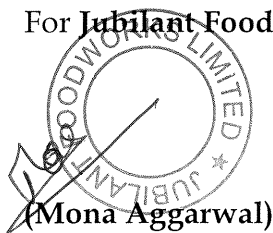
Dear Sir/Madam,

Please find enclosed herewith the Press Release dated April 19, 2017, to be issued by the Company.

This is for your information and records.

Thanking you,

For **Jubilant FoodWorks Limited**



(Mona Aggarwal)

Company Secretary cum Compliance Officer

Investor E-mail id: investor@jublfood.com

Encl.: A/a

A Jubilant Bhartia Company

Jubilant FoodWorks Limited

Corporate Office:
5th Floor, Tower-D, Plot No. 5,
Logix Techno Park, Sector-127,
Noida - 201 304, U.P., India
Tel : +91 120 4090500
Fax: +91 120 4090599

Registered Office:
Plot No. 1A, Sector 16-A,
Noida - 201 301, U.P., India
Tel : +91 120 4090500
Fax: +91 120 4090599
CIN No.: L74899UP1995PLC043677
Email: contact@jublfood.com



Press Release

Domino's launches 'Everyday Value'

Noida, April 19, 2017: Domino's Pizza India has launched its a new Everyday value offer, where consumers can now get medium pizzas starting at Rs. 199, for pizzas that are priced at Rs. 295, when they buy 2 pizzas. This offer is available every day and does not require any coupon.

Speaking on the offer, **Mr. Dev Amrithesh, President & Chief Business Officer, Domino's Pizza India said**, "We want to significantly increase the value for money for our consumers. Consumers who order 2 medium pizzas or more will find this offer just right for them. While Pizzas are consumed on special occasions, there are many more everyday pizza moments where consumers can now spontaneously order Domino's, without waiting for discount coupon or an offer day. We want consumers to order whenever their heart desires, "Jab Dil Bole Dominos".

Mr. Murugan S Narayanaswamy, Senior Vice President, Marketing Domino's Pizza India said, "The new 'Everyday Value' offers will provide pizzas at prices starting from just Rs. 199 /- each if the consumer buys 2 pizzas. We have also restructured our menu and introduced new pizzas into the menu and have included most of our pizzas in this new offer. Through this campaign, we expect consumers to increase their frequency of pizza consumption as well as bring in new customers to the category. We will promote this campaign with a nationwide 3'60-degree media plan including TV, Print, Radio and Digital Media. The TVC is on Air from 7th April 2017."

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 1,111 Domino's Pizza restaurants across 260 cities (as of February 06, 2017). 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 also has exclusive rights for developing and operating Dunkin' Donuts restaurants in India and has launched 68 Dunkin' Donuts restaurants across 19 cities in India (as of February 06, 2017).

Corporate Identification No: L74899UP1995PLC043677

Investor e-mail id: investor@jubilfood.com

Regd Office: Plot 1A, Sector 16A, Noida-201301, U.P.

Corp. Office: 5th Floor, Tower D, Plot No. 5, Logix Techno Park, Sector 127, Noida 201304, U.P.

Website: www.jubilantfoodworks.com, www.dominos.co.in, www.dunkinindia.com

For more information, please contact:

Jubilant FoodWorks Ltd.

Sylvia Dutta

sylvia_dutta@jubilfood.com

+91 9958694506

Perfect Relations

Pooja Chauhan

pchauhan@perfectrelations.com

+91 9971627588

