

JFL/NSE-BSE/2016-17/20

May 2, 2016

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: Domino's Launches new 'Pizza Mania Extremes'

Dear Sir/Madam,

Please find enclosed herewith the Press Release on Domino's Launches new 'Pizza Mania Extremes' dated May 2, 2016, 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

A Jubilant Bhartia Company

Jubilant FoodWorks Limited

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**'Domino's Launches new 'Pizza Mania Extremes'
Delivers new Culinary experience to the masses – starting at Rs. 79/-**

Noida, May 2, 2016: Domino's Pizza India, market leader in the chained pizza segment, today announced it's exciting new range of pizzas in the country – Pizza Mania Extremes. The new offering is an extension of the brands' much loved Pizza Mania range that became a runaway success by giving millions of Indians their first exposure to an international pizza brand.

Pizza Mania Extremes aims to give value conscious pizza lovers – especially the Pizza Mania loyalists – a culinary experience by providing them a new menu packed with rich tastes, at an economical price point. The new range will also offer both vegetarian and non-vegetarian options.

With Pizza Mania Extremes, Domino's aims to offer more variety and greater options to entry level guests and unlock a whole new world of tastes for them. Guests will also now be able to savour extremely different yet splendid tastes through the four variants - **Herby, Spicy, Cheesy and Loaded**. The brand has tried to bring in the green veggies with the Herby variant with the goodness of different herbs. The Cheesy variant will come with the universally popular combination of cheese, mingled with delightful flavours. The Spicy and Loaded variants will come packed with the excitement of extremely spicy and loaded toppings.

Priced between **INR 79* to INR 119***(taxes extra) -- this range has been developed keeping in mind, Indian palette and each variant offers a unique and extreme experience.

Commenting on the latest offering, Mr. S. Murugan Narayanaswamy, Senior Vice President Marketing, Domino's Pizza India, said, "Over the years, we have received great feedback and love for the Pizza Mania range. Pizza Mania Extremes is the result of our constant engagement with the guests and our efforts to always offer them something new and exciting. We focus a lot on the end guests' experience and this new range aims to offer a great culinary experience accessible to all, taking guest delight to the next level. We hope that the new range will be received with as much love from the guests as it has been created with."

Guests will be able to enjoy the new range while dining-in at the 1000+ Domino's Pizza restaurants across the country, or by ordering through the browser or their mobile app.





About Jubilant FoodWorks Ltd

Jubilant FoodWorks Limited (JFL/Company) is part of Jubilant Bhartia group and India's largest food service company, with a network of 1004 Domino's Pizza restaurants across 230 cities (as of February 11, 2016). 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 70 Dunkin' Donuts restaurants across 24 cities in India (as of February 11, 2016).

Corporate Identification No: L74899UP1995PLC043677

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