JUBILANT FOODWORKS
www.jubilantfoodworks.com

Domino's Pizza
www.dominos.co.in

DUNKIN' DONUTS
www.dunkinindia.com

JFL/NSE-BSE/2014-15/046

September 11, 2014

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

Scrip Code: 533155

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

CM Quote: JUBLFOOD

Sub: - Press Release dated September 11, 2014

Dear Sir/Madam,

Please find enclosed herewith press release dated September 11, 2014, 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

Encl : A/a

Investor E-mail Id: **investor@jublfood.com**

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Bengaluru gets its first Adult QSR Brand

Dunkin' Donuts comes to Bengaluru!

Bengaluru, September 11, 2014: Dunkin' Donuts (DD), the world's leading donuts, baked goods & coffee chain made a grand entry into the South India market with its launch in Bengaluru today.

Dunkin' Donuts launched in Bengaluru with a swanky new restaurant at the Mota Royal Arcade, Ground floor on Brigade Road right in the heart of the city.

Mr. Ajay Kaul, CEO Jubilant FoodWorks Limited, while speaking at the launch said, *"After making an excellent connect with the young adult consumers in Delhi and Mumbai we are excited to start our south journey with our Bengaluru Launch. Today, we open our 36th restaurant in India, we plan to steadily expand in through the year across North, West and South India. With the evolution of the young adult Indian consumer, we feel very confident that Dunkin' Donuts will resonate very strongly with its unique positioning in the Indian Food Service Industry".*

Ajay further added, *"Bengaluru is the perfect city for Dunkin' Donuts & More. The city has historically had an appreciation for an evolved international vocabulary in food. This gives me confidence that new idea of food that we bring to India will be most appreciated in Bengaluru".*

Speaking at the launch Mr. Dev Amritesh, President and COO, Dunkin' Donuts India said, "*Our research shows that the evolved young adult consumer finds the Quick Service Restaurants (QSRs) in India as infantile and the coffee shops as somewhat formal and not an ideal option for food occasions. Dunkin' Donuts in India is as an Adult QSR brand that responds sharply to the life and consumption context of the young adult consumers".*

He further added, *"We tell our consumers, 'Come to Dunkin' and 'Get your Mojo Back'. Our signature products such as the Tough Guy Burger, Wicked Wrap, Stirr'accino Coffee, Alive by Chocolate Donut, Spiked Iced Tea etc. do just that, "put the MOJO back into our consumers. Right from the evolved conversational restaurant design, to our signature products to the chilled out experience, everything is crafted around the evolved urban young adult consumers".*

About Jubilant FoodWorks Limited: Jubilant FoodWorks Limited (JFL/Company) is a part of Jubilant Bhartia group and India's largest food service company, with a network of 772 Domino's Pizza restaurants across 158 cities (as of 6 August 2014). 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 organized pizza chain market with a 70%+ market share in India (as per Euro monitor data published in 2014). The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 36 Dunkin' Donuts restaurants across 12 cities in India (as of 11th September, 2014).

Corporate Identification No: L74899UP1995PLC043677 | **Investor e-mail id:** investor@jublfood.com| **Website:** www.jubilantfoodworks.com/www.dunkinindia.com

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