



JFL/NSE-BSE/2022-23/60

July 26, 2022

**BSE Limited**  
P.J. Towers,  
Dalal Street, Mumbai – 400001

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

**Scrip Code: 533155**

**Symbol: JUBLFOOD**

**Sub: Disclosure under Regulation 30 - Press Release dated July 26, 2022**

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Press Release titled “Domino's Cheesy Rewards Program rewards pizza lovers with free pizza” dated July 26, 2022, to be issued by the Company.

The Press Release is also being disseminated on Company's website at [www.jubilantfoodworks.com/media/press-releases](http://www.jubilantfoodworks.com/media/press-releases).

This is for your information and records.

Thanking you,

**For Jubilant FoodWorks Limited**

**Mona Aggarwal**  
**Company Secretary and Compliance Officer**

*Investor E-mail id: [investor@jublfood.com](mailto:investor@jublfood.com)*

*Encl: A/a*

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**A Jubilant Bhartia Company**

**Jubilant FoodWorks Limited**

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## Domino's Cheesy Rewards Program rewards pizza lovers with free pizza



**Noida, 26.07.2022:** Domino's Pizza, the largest pizza chain in the country, recently launched the “**Cheesy Rewards Loyalty Program**”. The first-of-its-kind rewards program allows customers to collect 100 points (1 pie) on every order and, after collecting 600 points, offers the customer the opportunity to get a free pizza. This allows customers to enjoy their favourite Domino's Pizza and get rewarded for their orders from Domino's.

Domino's has kept innovation and consumer-centricity at the centre of its business to provide the best food experience and become a brand synonymous with pizza in India. The brand values its customers and intends to make every single pizza-eating experience not just truly memorable but also rewarding (by offering them free pizza on every 6th order). The Cheesy Rewards Program is meant to reward its customers and provide another reason to love Domino's.

- **One of the most rewarding initiatives for pizza lovers**
- **All existing and new users will be eligible to be part of the Cheesy Rewards Loyalty Program by ordering through Domino's app or walk-in to any nearby restaurant**
- **After every order, a pizza slice shows in the account**
- **On completing six orders, a complete pizza will reflect in the account, notifying a free pizza.**
- **Enjoy a free pizza from Domino's after every 6th order**

Speaking about the Cheesy Rewards campaign, **Sandeep Anand, EVP and CMO, Domino's Pizza**, said, “*Customer delight is our constant endeavour. We have created the Cheesy Rewards Program with a vision to nurture, celebrate and reward customer relationships and loyalty.*”

The launch is supported by a 360-degree campaign which is live across multi-media channels, including TV, print and digital. It will be further amplified on YouTube and social media platforms like Facebook, Twitter, and Instagram. Here is the campaign link: [Domino's #CheesyRewards Program](#)

### **About Jubilant Foodworks Limited:**

Jubilant Foodworks Limited (NSE, BSE: JUBLFOOD) is India's largest food service company and is part of the Jubilant Bhartia group. Incorporated in 1995, JFL holds the exclusive master franchise rights from Domino's Pizza Inc. to develop and operate the Domino's Pizza brand in India, Sri Lanka, Bangladesh, and Nepal. In India, JFL has a strong and extensive network of 1,567 Domino's restaurants across 337 cities. In Sri Lanka and Bangladesh, the Company operates through its 100% owned subsidiary which currently has 35 and 9 restaurants respectively. JFL also enjoys exclusive rights to develop and operate Dunkin' restaurants in India and Popeyes® restaurants in India, Bangladesh, Nepal and Bhutan. JFL currently operates 28 Dunkin' restaurants across 8 Indian cities and 4 Popeyes restaurants in Bengaluru.

In 2019, JFL launched its first owned-restaurant brand 'Hong's Kitchen' in the Chinese cuisine segment which now has 15 restaurants across 4 cities. In 2020, it launched Ekdum! another new owned-restaurant brand



which serves the Biryani category. Ekdum! has 9 restaurants across 3 cities. The Company has also forayed into the ready-to-cook segment with its 'ChefBoss' range of sauces, gravies and pastes.

Note: \*Store counts as on March 31, 2022

**Campaign Links:**

Instagram <https://www.instagram.com/p/CgUFlyfvig/>

Twitter [https://twitter.com/dominos\\_india/status/1550444808375779334?s=20&t=Li8VdW5jzwgAAkEoYZFg2w](https://twitter.com/dominos_india/status/1550444808375779334?s=20&t=Li8VdW5jzwgAAkEoYZFg2w)

Facebook <https://www.facebook.com/dominospizzaindia/videos/1251651422040060>

**Website:** [www.jubilantfoodworks.com](http://www.jubilantfoodworks.com), [www.dominos.co.in](http://www.dominos.co.in),

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