






















**JUBILANT**  
**FoodWorks**

Jubilant FoodWorks Limited

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***Board of Directors***

***Chairman***

*Mr. Shyam S. Bhartia*

***Co-Chairman***

*Mr. Hari S. Bhartia*

***CEO cum Whole Time Director***

*Mr. Ajay Kaul*

***Directors***

*Mr. Arun Seth*

*Mr. Vishal Marwaha*

*Ms. Ramni Nirula*

*Mr. Phiroz Vandrevalla*

***Company Secretary & Compliance Officer***

*Ms. Mona Aggarwal*

***Statutory Auditors***

*S.R. Batliboi & Co.*

*Chartered Accountants*

*Golf View Corporate Tower B*

*Near DLF Golf Course*

*Sector - 52*

*Gurgaon - 122 002*

***Registrar & Transfer Agents***

*Link Intime India Private Limited*

*A - 40, Second Floor*

*Naraina Industrial Area, Phase-II*

*New Delhi - 110 028*

***Investor Services E-Mail ID***

*investor@dominosin.com*

***Website***

*www.dominos.co.in*







At Jubilant FoodWorks, food is not only our business, it is our passion. We believe in the business of creating happiness and jubilation for all our stakeholders – our customers, our employees, our business associates and last but not the least, our shareholders.

Our success can be attributed to the unique recipe that we have shaped and mastered over the years. In common parlance, it is called innovative business strategy and robust execution. Our successful business model is a result of a variety of simple yet effective ingredients. Forging long-term equitable partnership with globally successful food brands; developing an efficient and cost-effective execution framework; maintaining a robust

supply chain; localising the product offering to local palate; focusing on a consumer-centric marketing; acting responsibly towards the social and environmental challenges and delivering value to the Company and its shareholders – a broad list of ingredients that goes into cooking happiness at Jubilant FoodWorks.

Creating sustainable happiness calls for a continuous bettering of the blend and even experimentation with process for a better taste or result. As we venture into the fiscal year 2011-12, we are excited to have added another base ingredient in form of Dunkin' Donuts. This new addition shall brighten up our chances of delivering even greater happiness to our stakeholders in future.

*The Recipe: Happiness*

*Category: Financial Results*

*Serves: All Stakeholders*

*Preparation Time: One Year  
(April 1, 2010-March 31, 2011)*

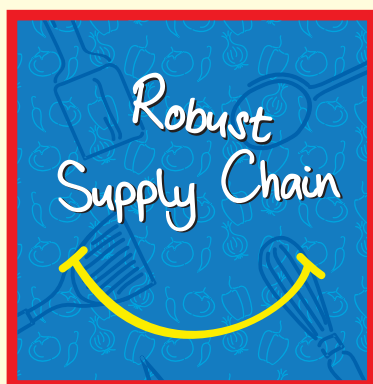
*Ingredients Required:*

- Preferred Partners - Global Brands
- Robust Supply Chain
- Operational Excellence
- Cost Consciousness
- Efficient Project Management
- Consumer Focused Marketing
- Empowering to Perform
- Care for Community
- Recognitions, Awards and Honours



Our success in India has made us one of the preferred partner choices for any Global Food Services company planning to enter India. The association with Domino's Pizza International enables Jubilant FoodWorks, alongwith its subsidiary, to develop and operate Domino's Pizza brand with the exclusive rights for India, Nepal, Bangladesh and Sri Lanka. This provides us the ability to use Dominos' globally recognised brand name, as well as operational support for pizza and food technology (such as recipes), commissary and logistics management support, global

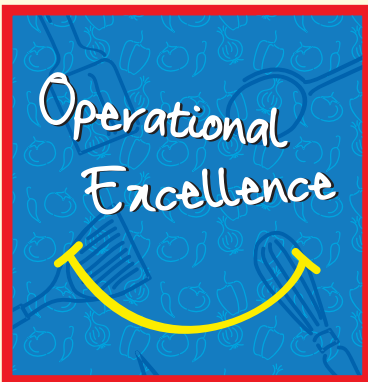
marketing and vendor development know-how. We believe that this association with Domino's provides us with the technical, marketing and operational expertise to compete successfully with other restaurants in the quick service restaurant industry in India. To extend our offerings in more categories in food service space, we have recently entered into an alliance with Dunkin' Donuts for developing Dunkin' Donuts.



We have placed considerable emphasis on ensuring that we procure high quality raw materials and equipment, enabling us to provide quality products to our customers. Fresh raw material and ingredients are supplied from our commissaries located at Noida, Bangalore, Kolkata and Mumbai through a dedicated cold chain network. All our commissaries are HACCP certified and follow strict quality standards. We work with reputed vendors like Del Monte, Dynamix, Modern, Venky's, Bector Foods, ITC Foods etc. The pivotal role they play in ensuring timely delivery of raw

materials helps us maintain the quality and taste, we are loved for.

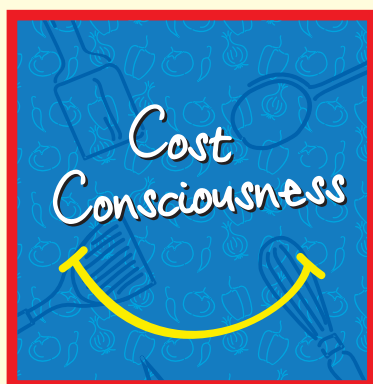




We believe that our operating discipline and standardised internal processes have contributed significantly to our exhilarating growth momentum. Domino's Pizza India was globally rated amongst top 3 in operational excellence, consecutively for 4 years, by Domino's Pizza International. This establishes the operational excellence model that we have developed and executed in India. This help us to optimally utilise our resources, be it people as well as infrastructure, to run our business operations. We also place great emphasis on general hygiene and safety, as well as

branding of our stores. Our operational discipline plays a key role in customer satisfaction and overall success.





We believe that one of the most important aspects of our business that distinguishes us from our competitors is our focus on bringing cost-efficiencies at each level. At Jubilant, we don't believe in cost-cutting but in prudence in cost-management and procurement processes. Methods like centralised sourcing from an optimal number of vendors, development of logistics model to optimise logistics cost, etc., are adopted to enable reduction of manufacturing cost and generate cost-efficiency. The cost conscious thinking that we imbibed in our structure keeps costs constantly under check and lead to an improvement in our profitability in the last few years.



We attribute efficient project management as one of the important reasons for our success. Our incisive new store selection and expertise in new store construction provides us the edge required for opening successful new stores and driving the organic business growth. Our new innovative efficiency enhancement projects undertaken in operations and supply chain have helped us reduce inefficiency in system, improving the profitability and customer satisfaction. We have launched online ordering, which has enhanced our reach to our customers. Our other new

projects like hand held order taking terminals, missed call software at stores, CRM and customer satisfaction tracking tools have positively impacted our revenue.