



Corporate Information

Board of Directors

Chairman & Director

Mr. Shyam S. Bhartia

Co-Chairman & Director

Mr. Hari S. Bhartia

CEO-cum-Whole Time Director

Mr. Ajay Kaul

Independent Directors

Mr. Arun Seth

Mr. Phiroz Vandrevalla

Ms. Ramni Nirula

Mr. Vishal Marwaha

Key Managerial Personnel

President &

Chief Financial Officer

Mr. Ravi S. Gupta

Company Secretary-cum-

Compliance Officer

Ms. Mona Aggarwal

E-mail ID for Investor

Correspondence

investor@jublfood.com

Websites

www.jubilantfoodworks.com

www.dominos.co.in

www.dunkinindia.com

Registrar & Share

Transfer Agent

Link Intime India Pvt. Ltd.,

44, Community Centre,

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Industrial Area, Phase – I,

Near PVR Naraina,

New Delhi – 110 028

Phone: +91-11-4141 0592,

93, 94

Fax: +91-11-4141 0591

Statutory Auditors

S. R. Batliboi & Co. LLP

Golf View Corporate Tower B,

Sector 42, Sector Road

Gurgaon – 122 002 (Haryana)

Phone : +91-124-464 4000

Fax : +91-124-464 4050

Registered Office

B – 214, Phase – II, District

Gautam Budh Nagar,

Noida – 201 305,

(Uttar Pradesh)

Phone: +91-120-4090 500

Fax: +91-120-4090 599

Corporate Identification Number

L74899UP1995PLC043677

Stock Code

National Stock Exchange :

JUBLFOOD

Bombay Stock Exchange :

533155

Bankers

Axis Bank Limited

HDFC Bank Limited

ICICI Bank Limited

Yes Bank Limited

IDBI Bank Limited

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Going the e way

This year, a huge number of our shareholders will be logging on to www.jubilantfoodworks.com/investors/financial-information to read our Annual Report online. The experience will not only be a more engaging and enriching one, but also a greener & environment friendly one, helping us contribute towards significant paper saving.

Scan the bar code to view our Annual Report online:



Writing on
tomorrow's
timeline



"A timeline is an interval between our intent, deed and joy of achievement"

Our yesterdays were spent in writing 'achievement' on today's timeline. Today, we are writing the same on tomorrow's timeline. Our deeds spell investment, expansion of our network, product innovations and new avenues to connect with our consumers and delighting them. Our aim is to successfully reach out to more places and more people to transform ourselves into a bigger and better brand. We are reaching out towards sustainable long-term success of the organisation and the brands under its umbrella.

WE BELIEVE THESE DEEDS WILL LEAD TO AN ACHIEVEMENT FOR US AND OUR STAKEHOLDERS TOMORROW, SUCH IS THE CONFIDENCE WE HAVE IN OURSELVES.



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Writing history on tomorrow's timeline

TODAY, WE ARE AN ORGANISATION WITH:

70%+

share in the organised chain
Pizza market in India
(as per Euromonitor data
published in 2014)

1st

Food Service Company to
successfully launch online and
mobile ordering nationally in India
with 20%+ delivery orders online

06

out of top 10 Domino's
Pizza Restaurants
globally in terms of
number of Pizzas sold
are from India

08

Million pizzas sold
every month across
our Domino's Pizza
Restaurants

6.4+

Million Fans on our
Domino's Pizza
Facebook page

152

cities in which Domino's Pizza
Restaurants are present
(on May 19, 2014)

2nd

biggest Domino's
Pizza franchise
country in the world
outside the US

29

Dunkin' Donuts
Restaurants
(on May 19, 2014)

Fastest growing
franchisee in Domino's
global network of 72
countries

749

Domino's Pizza Restaurants across
the country (on May 19, 2014)



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Writing expansion on tomorrow's timeline

WE ARE CONFIDENT THAT OUR INVESTMENTS TODAY WILL MAKE US BIGGER AND BETTER, TOMORROW. EXPANSION, THUS, IS OUR KEY MANTRA FOR TOMORROW. AS A RESULT OF THIS AGENDA, WE WENT INTO FY2014 WITH A STRONG FOCUS ON EXPANSION FOR BOTH OUR BRANDS, DOMINO'S PIZZA AND DUNKIN' DONUTS.

27

NEW CITIES WERE ADDED
TO OUR GEOGRAPHICAL
SPREAD

06

COMMISSARIES ACROSS
INDIA, WELL EQUIPPED
TO CATER TO THE EVER
INCREASING DEMAND, AND
ALSO TO SUPPORT OUR
EXPANSION PLANS

When we began catering to the burgeoning market of more than 1 Billion people, we knew that the potential existed for a large network of restaurants.

We expanded our Domino's Pizza Restaurant network to 700+ restaurants in 152 cities in India in less than two decades. Of these, 90 cities are one restaurant cities, indicating a huge opportunity for more restaurants in the future in these and many more similar cities. Dunkin' Donuts made its maiden foray into Western India with the opening of 2 (two) restaurants in Mumbai (on



May 10, 2014), thus taking our Dunkin' Donuts Restaurants count to 29. Our Dunkin' Donuts brand now reaches out to consumers in 10 cities, charting a growth plan that is totally geared for the future.

During the year, we commenced construction of new manufacturing location/commissaries in Nagpur, Hyderabad and Guwahati, and also initiated the process of relocating



our Noida manufacturing location/ commissary to a larger premise. As on date, we have six state-of-the-art manufacturing location/ commissaries across India, well equipped to cater to our ever expanding network.

We continuously seek to expand occasions for ordering Pizza. We cater to celebratory occasions like anniversaries, birthdays, family get togethers etc., and have expanded into meals specifically for kids, through launch of Junior Joy Box. We are also in the process of expanding our relevance by introducing offerings that can be consumed any time of the day. The success of this strategy is endorsed by the commendable increase in our non-pizza sales.

We have been continuously expanding our menu to offer more locally inspired and region-specific offerings, which resonate with locally popular flavours, thus increasing the propensity of consumption by existing and new consumers.

Dunkin' Donuts is positioned in the sweet spot between a QSR (Quick Service Restaurant) and a café,



and offers a variety of all-day part food menu that includes burgers, sandwiches, coffee, salads etc. It is positioned as a young adult's café with mature fare and a new way of treating consumers. We expanded into entire new product category, Dunkaccino-range of blended Cold Coffee, Burgers and Salads to build a strong all-day part menu so that there are differentiated offerings for consumers to walk in the restaurant at any hour of the day. Also, the launch of Wicked Wraps (in May 2014) takes the agenda forward by creating a new consumption opportunity of light meal for occasions in between meal times.

While in existing markets, focus is on increasing the penetration and frequency of ordering, in new markets we initially focus on attracting new consumers to drive penetration.



AT JFL, EXPANSION MEANS MORE THAN ADDITIONAL RESTAURANTS. IT IS A STORY OF CATERING TO A LARGER SET OF CONSUMERS, WITH MORE MENU INNOVATIONS, MORE OCCASIONS TO ORDER FOR DELIVERY OR DINE IN, AND MORE OPPORTUNITIES TO CONSUME OUR OFFERINGS ANY TIME OF THE DAY. IT IS AN AGENDA THAT IS SELF-SUSTAINING AND GROWTH-ORIENTED.

Writing innovation

on tomorrow's timeline

JFL believes 'Innovation' is an important pillar for growth and key for maintaining a competitive edge. By writing innovation on tomorrow's timeline, we are able to increase and sustain our consumer relevance. During the year, our innovation was focussed on new restaurant design and formats, new products, marketing strategies and operational efficiencies.

We adopted a new restaurant design 'Pizza Theatre', an innovation that has been steadily gaining popularity in Domino's world. This new design is interactive, vivid and brings the pizza making process into the forefront for our consumers delight. As on March 31, 2014, we had total of 69 Pizza Theatres and we plan to augment the number in the coming years.

We also innovated with a new flexi Restaurant format (small kiosk). The kiosk serves as an additional order taking station, away from restaurants but around a high footfall area. The orders from these kiosks are served by nearby restaurants. This format is in the initial stages of experimentation for viability and sustainability. During the year, we launched 9 (nine) such combinations. We are also looking forward to more flexi format restaurants at transit locations such as metro stations, tourist hubs, IT parks, multiplex, etc., aimed at catering to different consumption occasions.

Dunkin' Donuts new positioning "Get Your Mojo Back" is a reflection of our desire to give our consumers an offering that helps them fight the

programmed nature of their lives. It is manifesting in every aspect of the brand starting from product strategy, communication, culture and consumer service attitude. In line with this new positioning of Dunkin' Donuts, we have refreshed our Dunkin' Donuts Restaurant designs.

Our marketing strategy for Domino's Pizza was aimed at augmenting the new positioning of 'Yeh hai rishton ka time'. The campaigns such as 'Pehli Kamayi', offering the perfect way to celebrate small moments of joy and new product launches such as Lebanese rolls, highlighting celebration of spicy moments with friends scaled up the emotional connect with Domino's Pizza by integrating it with the new innovations and offerings.

