



No Cash? No Problem! Domino's now accepts credit card for delivery

~ Domino's Pizza starts trials of credit card payments over the phone for home delivery – Powered by PayMate~

Mumbai, April 2011:

Domino's Pizza, a leading food services brand and the market leader in the organized pizza home delivery segment in India is trialing credit card payments over the phone. In a move to make ordering Domino's Pizza even more convenient for customers, the service will allow customers to pay for their pizzas through credit cards over phone. This service is powered by PayMate, India's leading mobile payments company.

With this service, when a customer calls to order a Pizza, the customer service representative will connect the call to the IVR payment system and the customers can then enter their credit card details and OTP (bank provided One Time Password) over the secure IVR call to process the payment.

Domino's and PayMate intend to trial this service in selected Domino's outlets across the country. So next time you are craving for a pizza but find you are low on cash or struggling to find the right change, there is no need to walk to an ATM before you order; just call Domino's and pay with your credit card and have a hot and tasty Pizza delivered right at your doorstep.

Mr. Harneet Singh Rajpal, Vice President- Marketing, Domino's Pizza India said "our endeavor is to be at the forefront in using new technologies to extend more service convenience to our customers. Payment through credit card has been a latent need of our customers and with the launch of this new service, which is powered by PayMate, on trial basis, we believe that our customers would find it even more convenient to order with us. We are delighted to provide this service to our customers."

"Based on customer feedback, many of the Domino's customers are keen to use their credit cards to pay for pizza delivery" **said Ajay Adiseshann, Founder & Managing Director, PayMate.** "This service will fulfill this need and enhance the overall customer experience."

Credit card payments via phone will start in Noida and Mumbai before being rolled out across the country.

About Domino's Pizza

Jubilant FoodWorks Limited (JFL) is primarily a food-service company and currently operates Domino's Pizza stores in India. The Company was incorporated in 1995 and initiated operations in 1996. At present JFL is one of the largest food services companies in India with a network of 364 stores (as of 31 December, 2010) pan India. The Company is the market leader in the organized pizza market with a 50% overall market share and 70% share in the home delivery segment in India. Domino's Pizza focuses on a home delivery oriented business model, which offers its customers the convenience of eating in the comfort of their own homes and workspaces.

JFL operates its stores pursuant to a Master Franchise Agreement with Domino's Pizza International, which provides it with the exclusive right to develop and operate Domino's Pizza delivery stores and the associated trademarks in the operation of stores in India, Nepal, Bangladesh and Sri Lanka. For more updates and information on the Company, please log on to [**www.dominos.co.in**](http://www.dominos.co.in)

For further information please contact:

Ravi S. Gupta

Jubilant FoodWorks Limited

Tel: +91 120 4090 509

Fax: +91 120 4090 599

E-mail: [**guptar@dominosin.com**](mailto:guptar@dominosin.com)

Siddharth Rangnekar / Urvashi

Butani

Citigate Dewe Rogerson

Tel: +91 22 66451209 / 1219

Fax: +91 22 66451213

Email: [**siddharth@cdr-india.com**](mailto:siddharth@cdr-india.com)

Sylvia Dutta

Corporate Communications

Jubilant FoodWorks Limited

Tel: +91 120 4090 526

E-mail: [**sylvia_dutta@dominosin.com**](mailto:sylvia_dutta@dominosin.com)

About PayMate:

PayMate is a wireless transactions platform provider with a first-of-its-kind mobile payment platform which lets you link your mobile phone to a bank account, credit card or a prepaid account - turning your mobile phone into a secure payment tool to be used anytime, anywhere.

PayMate's hybrid SMS and IVR based transaction platform along with its BREW and j2ME application suite offers unparalleled simplicity making it usable on even the most basic handsets, across all telecom operators. PayMate's list of security certifications includes compliances such as PCI DSS 1.2, PA-DSS 1.2 and Govt. Of India's Cert-in, certifying its systems, processes and infrastructure with banking grade security.

PayMate has operations in USA, UAE, Sri Lanka, Nepal, Africa & Eastern Europe and an ecosystem of over 15,000 merchants offering mobile payments to their customers. PayMate has tie-ups with over 28 banks including SBI, ICICI Bank, IDBI Bank, Standard Chartered Bank, Corporation Bank, Royal Bank of Scotland to name a few, and has also tied up with Galileo to offer its 6,000+ agents a remote payment collection solution via mobile. In the US PayMate has partnered with leading transaction service provider-TSYS to offer merchant mobile POS solutions and is steadily foraying into mobile money transfer as part of its inclusive banking roll-outs.

To know more visit www.paymate.in

Or contact - Imprimis PR, Kishore Tijore – 9920303831 ktijore@imprimispr.com