

Domino's introduces Everyday Value at Rs.99 for small group sizes

By : INVC Team Published On : 22 Mar, 2018 12:00 AM IST



INVC NEWS

New Delhi, Domino's Pizza India today announced the launch of Everyday Value price on its range of regular sized pizzas. The Everyday Value price will enable customers to buy two regular pizzas at an attractive price of Rs.99 each. The new price will offer greater value for money on Domino's Pizzas for small group sizes of 2. This launch is a follow up to the Everyday Value platform launched on Medium sized pizzas last year, which was aimed at larger group sizes of 3-4 people. The Everyday Value price will help Domino's Pizza in increasing pizza penetration across markets, especially in smaller towns. It will also help existing Domino's customers to enjoy Domino's pizzas more often and on more occasions, thus driving increased frequency of consumption. Announcing the launch, Mr. Pratik Pota, CEO and Whole time Director, Jubilant FoodWorks Limited said, "Further to the success of the Everyday Value pricing last year, we are now extending the Everyday Value platform to Regular sized pizzas. The Everyday Value price at Rs.99 each for two Regular sized pizzas will help us target small group occasions, and trigger increased spontaneous consumption of pizzas in single or couple ordering instances. We expect the attractive price to drive both increased penetration of pizzas as also increase in frequency of consumption."

URL : <https://www.internationalnewsandviews.com/dominos-introduces-everyday-value-at-rs-99-for-small-group-sizes/>



12th year of news and views excellency

Committed to truth and impartiality

Copyright © 2009 - 2019 International News and Views Corporation. All rights reserved.
