

I advise all stores to learn from India: Domino's CEO

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New Delhi: Domino's Pizza Inc is all set to nearly double its presence in India, its second-largest market outside the home country America. The world's largest pizza chain has close to 20,000 stores in 95 countries with the US accounting for 6,700, followed by India at 1,700. The number here will grow to about 3,000 in the medium term, Domino's CEO Russell Weiner told **TOI** on Tuesday. "India is a critical market for us, the biggest market store-wise outside of the US. We will add about 250 stores every year," Weiner said.

With Russia's war on Ukraine pushing up prices of everything from grains to oil globally, Weiner says he is advising stores globally to learn from the India example. "I advise (stores all over) to do it like Domino's India.

When you are the number one pizza company and number one restaurant in India, you have scale. During tough times the way to offer great prices to customers is by having leverage with suppliers and passing along those savings to your customers. Do-



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Asked about competition from delivery kitchens and cloud kitchens, he said: "What's really important is that unlike other restaurants and delivery apps, Domino's pizza is always delivered by Domino's. Our pizza never leaves our hands until it gets to

your hands. There is no middle person," he added.

The pandemic increased consumers' reliance on delivery and the chain used to be good at that even before 2020. It has now launched 20-minute delivery across 20 zones in India. "One of the rea-

sons Domino's India focuses on 20-minute delivery is to give a hot fresh pizza to consumers." However, it says the mantra is "safety first for riders" and delivering in 20 minutes will happen where it can do so safely through a wide network of stores. Like Bengaluru, for instance, has 165 stores.