



PRESS RELEASE

FOR IMMEDIATE CIRCULATION

McCafé celebrates serving 10 Million Cups of Coffee with an ode to #10MillionCoffeeMoments

Mumbai, October 01, 2019: Coffee lovers listen up! Your favourite coffee destination, McCafé McDonald's India's (West and South) in-house coffee brand, has achieved a major milestone of serving over 10 million cups of coffee. To celebrate this feat, they are giving an ode to the ever-so-comforting cup of coffee with '#10MillionCoffeeMoments'.

To bring alive #10MillionCoffeeMoments, McDonald's India has created a [heart-warming slam poetry](#) with 'Tape a Tale' that takes you back to your best coffee moments and memories. We know that a cup of coffee can evoke a million emotions, bring back your best memories and get all your creative juices flowing! Truly, with a coffee in your hands, anything is possible! And if you also have #10MillionCoffeeMoments to share, you can head to your nearest McDonald's restaurant and share your coffee moments on the special tray mats. This undiluted coffee love is going to culminate into a grand 'slam poetry' event at a McCafé, where select people will get a chance to share their #10MillionCoffeeMoments.



[Click here to watch the video](#)

Speaking at the occasion, **Arvind R. P., Director, Marketing and Communication, Westlife Development Ltd., said,** "We truly believe that we serve the best coffee and the 10 million McCafé cups milestone stands as a strong testimony to the same. #10MillionCoffeeMoments campaign is our way to celebrate each cup of coffee served at McCafé and give our customers a chance to relive their best coffee moments."

McCafé is an in-house coffee chain located within restaurants in West and South India. It offers a wide selection of over 45 hot and cold beverages ranging from premium coffees to an array of shakes and ice splashes along with delicious desserts. The 100% Arabica beans are locally sourced from Chikmagalur, Karnataka. These beans are expertly roasted to give the coffee a rich, bold flavour. To make sure that the coffee is crafted to each one's taste, McCafé baristas undergo 100 hours of training to learn best coffee handling practices, free pouring, and extraction techniques.

A premium, handcrafted cup of coffee can never fail to win a coffee lover's heart. McCafé, has been doing just that.

It's time to express your love for coffee! Pen down your feelings at a McCafé near you!

**About Westlife Development:**

Westlife Development Limited (BSE: 505533) (WDL) focuses on setting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL). The Company operates a chain of McDonald's restaurants in West and South India, having a master franchisee relationship with McDonald's Corporation USA, through the latter's Indian subsidiary.

About Hardcastle Restaurants:

HRPL is a McDonald's franchisee with rights to own and operate McDonald's restaurants in India's West and South markets. HRPL has been a franchisee in the region since its inception in 1996.

HRPL serves over 200 million customers, annually, at its 300 (as of June 30, 2019) McDonald's restaurants across 41 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa and parts of Madhya Pradesh, and provides direct employment to over 10,000 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thru's 24/7, McDelivery and dessert kiosks. The menu features Burgers, Finger Foods, Wraps, Rice, Salads and Hot and Cold Beverages besides a wide range of desserts. Several of the McDonald's Restaurants feature an in-house McCafé.

The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants that HRPL operates.

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