



## McDonald's expands its footprint in Kerala with its first outlet in Thiruvananthapuram

~McDonald's strengthens its footprint in South India with 116th restaurant~

**Thiruvananthapuram, December 12, 2018:** 'The Evergreen City of India', Thiruvananthapuram gets a taste of McDonald's iconic food. Hardcastle Restaurants Pvt. Ltd., master franchise of McDonald's in West and South India today announced the launch of first McDonald's in the city.



Located on the ground floor of the famous Mall of Travancore, the restaurant offers world-famous burgers, fries and nuggets. That's not all, people can also indulge in a wide range of exotic hot and cold beverages from McCafé, the in-house coffee chain. The irresistible desserts at the Dessert Kiosk are a dream come true for everyone with a sweet tooth.

Open from 10 AM to 10 PM, McDonald's will offer an array of exemplary food items ranging from its iconic McAloo Tikki Burger to the widely popular Chicken McSpicy Burger, innovative Chatpata Naan and recently introduced Rice Bowls. The delicious burgers and wraps, which are also available in whole wheat, make it a go-to place for anyone looking for wholesome and nutritious food at any time of the day.

The restaurant, with pleasant and modern interiors, is spread over 2680 sq. ft. and can accommodate over 100 guests. The restaurant is also equipped with a party area to celebrate the small-big wins in life. McDonald's also brings its scrumptious food to the doorstep for customers to relish their favourite food in the comfort of their homes and offices through McDelivery service.



**Speaking at the launch, Gerald Dias, Director - Business Operations – South, Hardcastle Restaurants Pvt Ltd. said,** *"We are proud to bring McDonald's to Thiruvananthapuram which is host to tourists from all over the world. Our local market knowledge combined with our proven track record of operating McDonald's restaurants will allow us to offer an exceptional experience to the people of Thiruvananthapuram. The growth potential in Kerala market made Thiruvananthapuram an obvious choice for our expansion. We are confident to drive the growth in the region by bringing to our customers a truly unique McDonald's experience."*

Hardcastle Restaurants Pvt. Ltd. currently operates 287 McDonald's outlets in West and South India, of these 287, 116 restaurants are in South India. In Kerala, McDonald's is already present in Kochi, Thrissur, Palakkad and Kozhikode. The newly launched store in Thiruvananthapuram is 19<sup>th</sup> in Kerala. The brand is also committed to generating local employment opportunities and making a positive **impact** in the local community.

Since its launch in India, McDonald's has been reinventing itself to cater to the ever-evolving consumers. With its promise to serve more wholesome and nutritious food, HRPL re-engineered its menu to bring down sodium and oil content in its products by 20% and 40% respectively. Fortified with natural dietary



fibre, almost all the patties are preservative free, and the soft serves are 96% fat-free and are made of 100% milk. The refined flour wraps have been replaced with whole grain wraps to make it more wholesome.

**So, get ready for a new hang out place in your city!**

**About Westlife Development:**

Westlife Development Limited (BSE: 505533) (WDL) focuses on putting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. 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. Marquee investors such as Arisaig India Fund Ltd, SBI Mutual Fund, Tree Line Asia Master Fund (Singapore) and Ward Ferry Fund, among others are stakeholders in WDL.

**About Hardcastle Restaurants:**

Hardcastle Restaurants Pvt Ltd (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 this part of India since its inception in 1996. HRPL serves approximately 200 million customers, annually, at its 287 (as of September 30, 2018) McDonald's restaurants across 39 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 8,700 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 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 where HRPL operates.

**For any further queries, contact:**

**HRPL**

Sujata Goel  
[sujata.goel@mcdonaldsindia.com](mailto:sujata.goel@mcdonaldsindia.com)  
022 49135096

**Avian We**

Parminder Hora  
[parminder@avianwe.com](mailto:parminder@avianwe.com)  
8800998077