



## Rice to be the new platform for McDonald's West and South

*~Launches two rice variants crafted specially for Indian consumers~*

**Mumbai, August 13, 2018:** Ever thought of savouring Rice at McDonald's? Yes, it is true! After successfully building burger as a platform, McDonald's in India launched its new platform– Rice. The company today announced Rice as one of its key platforms and aims to build it by delivering convenience, glocal taste and a modern experience across all age groups. As part of the launch, the company has introduced two variants –Spicy Rice and Cheesy Rice at a great value. McDonald's will continue to build the Rice platform with innovative menu offerings.

McDonald's has been at the cutting edge of innovation and has ensured that the company serves food that is relevant to its customers in India in a uniquely McDonald's way. The consumer insights showed that consumers want a familiar and a filling meal especially during lunch and dinner dayparts. Rice is a common staple for people across the country and fits in very well as a meal option after bread and naan.

The rice meals are a true example of McDonald's 'Glocal' menu that is locally relevant and yet has a global McDonald's twist. This new amalgamation of Indian rice and global flavours is wholesome, nutritious, filling and a convenient one-pot meal option.

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*Spicy Rice - Prepared with aromatic basmati rice, whole wheat with bulgur (Dalia/ Lapsi); topped with full-bodied tomato concasse, kidney beans and chickpeas; drizzled with assorted vegetables.*

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*Cheesy Rice - Fluffy Herb & garlic rice that comprises basmati rice, whole wheat with bulgur, fresh carrot, zucchini, sweet corn and voluptuous green peas topped with creamy & cheesy sauce.*

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Each wholesome portion of the rice meal consists of three substantial layers of basmati rice, bulgur (Dalia/ Lapsi) and whole wheat with veggies such as carrots, onions, zucchini, peas and corn tossed in a scrumptious tomato & beans and cheese gravy.

**Speaking at the platform launch, Smita Jatia, Managing Director, Hardcastle Restaurants Pvt. Ltd. (HRPL) said** *"We are delighted to launch Rice as our new platform. We always have consumers at heart in whatever we do. Our consumer research showed that consumers want to have more options during lunch and dinner dayparts and there could not be a better option than offering them rice meals. We strongly believe that our rice offerings will resonate well with our target group and this belief has given us the confidence to launch Rice as a platform that we will build and expand in the years to come."*



Rice meals are also available in non-vegetarian options. Patrons can add chicken strips/ chicken nuggets/ chicken wings to the rice meal! The Rice meal starts at a reasonable price of Rs.129.

***So, how about a McDonald's rice meal for lunch today? Rush to your nearest McDonald's restaurant!***

**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 281 (as of June 30, 2018) McDonald's restaurants across 38 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.

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