



This Independence Day, McDonald's tells you the story of the #TrulyIndianBurger

The campaign has been conceptualized and executed by 22feet Tribal Worldwide

National | August 13, 2019: McDonald's is often looked at as the quintessential 'western brand'. This often leads people to assume that the house favourite burgers from McDonald's India are also 'western' in their origin.

In an attempt to bust this myth and create awareness about the sourcing story and Indian origin of McDonald's India's food, this Independence Day, Hardcastle Restaurants Pvt. Ltd. (HRPL), the master franchisee of McDonald's in West and South India, is telling the fascinating story of the "**Truly Indian Burger**". Conceptualized and executed by the 22feet Tribal Worldwide, the 'Truly Indian Burger' campaign explains how the McDonald's burgers are an amalgamation of the best agricultural produce from across India.

Led by three 15-second digital films, the campaign is being further supported by an interactive microsite (best experienced on mobile handsets) which tells the sourcing stories of key ingredients of McDonald's food products in an engaging way. People visiting restaurants can simply scan the QR Code on the tray-mat to know the sourcing story of their favourite burger. The campaign has cumulatively reached over 1 million people.



Each time you bite into your favourite McVeggie Burger, aren't you thrilled to taste the fresh, crunchy lettuce? It's no ordinary lettuce, but the Iceberg variety which makes its way to your plate from the mountains of the Nilgiris. Fun fact – McDonald's pioneered lettuce farming in India. There was no locally-grown good-quality lettuce available in India till McDonald's introduced it into farming in India.

[Click on the tile to watch the video](#)

The second film- Jalapenos, talk about the burst of flavour every time you bite into the jalapenos in your Maharaja Mac burger. Where do you guess McDonald's gets those from? Mexico? Spain? Naah! These spicy jalapenos in your burger come from the state of Karnataka. Mind-blowing, isn't it?



[Click on the tile to watch the video](#)



What about everyone's favourite McAloo Tikki? Have you wondered what makes it so special? The delectable burger that's now a global favourite is made from potatoes grown exclusively for McDonald's India in the state of Gujarat. And the Whole Wheat Buns, that everyone loves so much, are from Maharashtra! This story has been aptly captured in the campaign's third film.

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So, there is a bit of India in every bite of your delicious McDonald's burger!

Speaking on the campaign, Arvind RP, Director –Marketing and Communications, HRPL said, "Our goal has always been to only use the best and the freshest ingredients to make the food we serve. To ensure this, over the years, we have invested significantly to bring in global best practices and the latest farming technologies to India that empower our farmers to locally grow and produce world-class ingredients."

They say that Unity in Diversity is the true representation of Indian culture. And this Independence Day, McDonald's India is celebrating the diversity of its ingredients. Because why not! After all, these burgers are as Indian as they get.

Agency credits

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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 franchise 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 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 9,000 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 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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