



McDonald's Introduces Whole Wheat Buns

~ Leads the way for Quick Service Restaurant industry by introducing Whole Wheat Buns~

Mumbai, October 16, 2018: McDonald's, known for taking industry-leading moves, has another first to its credit. Taking a step forward in '**The Good Food Story**' journey, McDonald's today announced the **launch of whole wheat buns**. With this launch, McDonald's has taken its commitment to offer **wholesome and nutritious** food a notch higher.

Inspired by FSSAI's 'Eat Right Movement', McDonald's will now offer its exemplary burgers in Whole Wheat buns. The new Buns at McDonald's are a source of fibre. The lining of sesame seeds on each bun helps in better digestion. This new addition caters to the change in customers' demands of food with a better nutritional profile.

From the iconic McAloo Tikki™ Burger to widely popular Filet-o-Fish™ Burger, all can now be relished with the whole wheat buns. Enhancing the goodness of protein-rich breakfast at McDonald's, whole wheat buns are also available with the products on the breakfast menu that won over the hearts of customers soon after it was launched.

Commenting on the launch of Whole Wheat Buns, **Amit Jatia, Vice Chairman, Westlife Development Limited** said, "McDonald's in India has been setting the standards for the industry. We announced 'The Good Food Story' earlier this year with a commitment to bring wholesome and nutritious food options to our consumers. I am delighted that we have made another significant and bold move in this direction by offering Whole Wheat buns to our health-conscious customers. Our latest offering is a rich source of fibre and other nutrients. 'The Good Food Story' is a journey, and we will continue to take substantial steps to delight our consumers with nutritive and wholesome offerings."

Over the years, McDonald's in West and South has successfully set various trends in the quick service restaurant industry. From introducing technologically advanced 'Experience of The Future' restaurants to producing biodiesel from used cooking oil, McDonald's has led the sector with several path-breaking moves. The brand announced 'The Good Food Story' earlier this year where it re-engineered its offerings to make it more wholesome and nutritious. The company is constantly working towards setting higher targets in this journey and making bold moves to achieve those to delight customers.

McDonald's in West and South India made modifications/alterations in its menu which brought down the 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 are replaced with whole grain wraps.

Hurry! Grab your first Whole Wheat Burger now at your nearest McDonald's store



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 or union territory of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Puducherry, 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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