



## Ab Sabka Combo Chalega - McDonald's India (West and South) launches two quirky TVCs to promote their festive offer

**Mumbai, October 17, 2019:** We all love being spoilt for choice and this festive season McDonald's India (West and South) is doing just that. Everyone's favourite hang-out destination is delighting its customers by offering them more than 30 combos of scrumptious burgers and beverages, at an irresistible price of just INR 59!

McDonald's in West and South India is operated by Westlife Development Ltd. through its wholly owned subsidiary Hardcastle Restaurants Pvt. Ltd.

To promote this smashing offer, the brand has launched two TVCs conceptualized by DDB Mudra, that will make you chuckle. The films tap into the festive season and show different characters from a 'Ram Leela' walk in to McDonald's for a meal.



[The first TVC](#) shows 2 kids dressed as a lion and a deer ordering for a veg and a non-veg combo. After the server gives non-veg combo to the lion and veg combo to the deer, the kids quickly swap their order as the lion turns out to be a vegetarian.

[The second TVC](#) features a man dressed as Raavan placing his order for multiple combos. The server takes the order and looks up to confirm and asks 'that's it sir' and after seeing the costume with multiple heads, quickly corrects himself to say 'sirs'.



These TVCs went on air early this week and will be aired on leading channels supported by digital and outdoor.

Sharing his views on the newly launched campaign and TVC, **Arvind RP, Director - Marketing and Communications, Hardcastle Restaurants Pvt. Ltd.**, said "We are an everyday value brand and with McSaver combos, we are giving our customers great variety at a compelling price point, truly bringing alive the promise of value. The TVCs tap into the festivities and communicate the proposition in a quirky way."

### **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.

**For any further queries, contact:**

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