



## Tirupati is lovin' it as McDonald's launches its first restaurant in the holy city

*~Expands footprint by launching 112<sup>th</sup> restaurant in South India~*

**Tirupati, February 20, 2019:** Residents of and visitors to Tirupati, one of the busiest pilgrimage destinations in the country, can now savour the juicy burgers and the iconic fries. The Golden Arches are set to line the skyline of Tirupati as Hardcastle Restaurants Pvt. Ltd. (HRPL), master franchisee of McDonald's in West and South India, has launched the first McDonald's restaurant in the city. People in Tirupati can also indulge in a range of exotic coffees, beverages and desserts from McDonald's in-house coffee chain - McCafé.



The city's first McDonald's restaurant offers lively and modern interiors and is located on the ground floor of BNR SV Mall. Operational from 10 AM to 11 PM, it is spread over 2,100 sq. ft. and can accommodate over 80 guests.

McDonald's brings to you a wide variety of wholesome menu options including the much loved McAloo Tikki Burger, the widely popular Chicken McSpicy Burger, the innovative Chatpata Naan and the recently introduced Rice Bowls. These burgers, as also wraps, are available in the whole wheat variant as well, making it a one-shop stop for anyone looking for nutritious and flavoursome food at any time of the day.

That's not all! Very soon, the brand will also launch McBreakfast and McDelivery services in the city. With this, customers will be able to devour wholesome, delicious breakfast, and enjoy a scrumptious McDonald's meal in the comfort of their homes and offices.



**Speaking at the launch, Gerald Dias, Director - Business Operations – South, Hardcastle Restaurants Pvt Ltd.**

**said,** *"We are thrilled to open our first restaurant in Tirupati - a city that not only hosts close to 40,000 pilgrims every day, but is also one of the fastest growing smart cities in the country. The city's thriving tourism and dynamic demographics present a huge growth opportunity for us. We are focused on expanding our footprint here while delivering great value, variety and convenience to our customers."*

Since its launch in India 22 years ago, McDonald's has been reinventing itself to cater to the ever-evolving consumers. With its promise to serve wholesome and nutritious food, the brand has 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 them more wholesome.





Over the years, McDonald's has developed an indigenous menu completely unique to India. The brand has always been cognizant of the Indian sensibilities. It keeps its vegetarian kitchen separate from the non-vegetarian kitchen and does not serve pork and beef in any of its restaurants.

HRPL currently operates 292 McDonald's outlets in West and South India. This is McDonald's 5<sup>th</sup> restaurant in Andhra Pradesh after Vijayawada, Nellore, Kakinada and Vishakhapatnam and 112<sup>th</sup> store in South India.

**So get ready to devour scrumptious McDonald's food 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 292 (as of December 31, 2018) McDonald's restaurants across 40 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.

**For any further queries, contact:**

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