



## **McDonald's new branded breakfast category 'McBreakfast' launches in Mumbai**

*Brings yummy-licious Indian flavors to its new breakfast menu*

**Mumbai, January 16, 2017:** Westlife Development Limited (BSE: 505533), owner of the Master Franchisee of McDonald's® restaurants in West & South India through its subsidiary Hardcastle Restaurants Private Limited (HRPL), made a revolutionary move by launching its first ever branded '**McBreakfast**' category. The branded breakfast which is launching in Mumbai region, will include the local fusion products speciality Dosa Masala Brioche, Scrambled and Masala Scrambled Eggs, freshly baked Waffles, Hotcakes, Hashbrown Brioche, Classic Spinach & Corn Brioche.

McDonald's India is also taking a bold move and introducing 'All Day Breakfast'. Customers can now relish our classic Egg and Cheese McMuffin® and freshly baked Waffles through the day.

**Mr. Ranjith Paliath, Vice President - Business Operations, McDonald's India (West & South)** said *"We are excited to introduce an amalgamated breakfast menu offering varied choices and flavors of India and Continental. The new Breakfast menu is power packed with Vitamins, Proteins, Carbohydrates and Minerals and will be all grilled (except Hashbrown Brioche) which is specially made to suit our customers preference and palate. With this launch, we want to create a momentum of 'UnskipBreakfast' as it is the most important meal of the day. This category has the potential to create a distinct and loyal set of customers with our local flavour in a glocal format, while inspiring them to adopt a healthier lifestyle."*

Even though the the unorganized breakfast market is rapidly evolving, the out-of-home branded breakfast category is still very nascent in India. McDonald's identified the need to emphasize on the goodness of having a wholesome morning meal with '**McBreakfast**' and to inculcate the habit of eating fresh meals with a balanced nutrition. The McBreakfast category will cater to consumer interests who can indulge and savour the taste of our new menu offerings and inculcate a habit to un-skip the first and the most important meal of the day. Consumers today in their busy lifestyles prefer quick choices at an instant, so out of home consumption of breakfast is a convenient option.

In its phase one, the roll out will take place in 44 restaurants in Mumbai followed by other regions in West and South. McBreakfast will be available in restaurants, through McDelivery and as a takeaway option for people to enjoy their food on-the-go. To facilitate an affordable range and reach out to maximum consumers, all the breakfast products are priced between Rs. 30 to Rs.145, while the meals start at Rs 105 and will be available from 7:00 am to 11 a.m.

According to a report by Crisil launched in 2015, from almost scratch a few years ago, out-of-home breakfast is gradually making in-roads in the domestic fast food market which is estimated to double from the current Rs 3,400 crore (US\$ 544.89 million) in the next three



years. The market for branded breakfast is on the rise, largely driven by evolving lifestyle, emerging nuclear families, urbanisation, rising young and working population coupled with growing disposable income and increasing distances and commute times.

### **About McDonald's India:**

Westlife Development Limited (BSE: 505533), focuses on putting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL) which is a McDonald's franchisee with rights to own and operate McDonald's restaurants in India's west and south markets since 1996. HRPL serves approximately 185 million customers annually, at its 245 (as of September 30, 2016) McDonald's restaurants across 33 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa and parts of Madhya Pradesh. The company provides direct employment to over 7,000 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thru's, 24/7, McDelivery, dessert Kiosks. The menu features Burgers, Finger Foods, Wraps, Hot and Cold Beverages besides a wide range of desserts. The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates.

HRPL has been recognized as the No. 1 Preferred Employer among the Retail companies in India in 2016 by Great Place to Work® Institute and Retailers Association of India (RAI).

**For any further queries, contact:**

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