



PRESS RELEASE

FOR IMMEDIATE CIRCULATION

## McDonald's® opens its second restaurant in Raipur

*~ Unveils its new restaurant at Ambuja Mall to further expand its footprint in the city ~*

**Raipur, 20th March 2017:** Westlife Development Limited (BSE: 505533), owner of the Master Franchisee of McDonald's® restaurants in West & South India, today inaugurated its new restaurant in Raipur, expanding its reach in the state of Chhattisgarh. The locals in Raipur will now have one more destination to enjoy their delicious French fries, lip-smacking burgers or the adorable Happy Meal toys. McDonald's launched its second restaurant in the city after receiving an overwhelming response for the first restaurant.

McDonald's 125-seat restaurant at Ambuja Mall in Raipur reflects best-in-class design with a full range of amenities and services unique to McDonald's restaurants around the world. With a total floor area of 3000 sq.ft., this restaurant is designed as a modern dining destination. Customers will enjoy a multitude of offerings, between 11 am to 11 pm, including delicious McDonald's food, free Wifi internet access, family-friendly amenities like birthday party room, and parking facilities for private vehicles.

Customers will enjoy an extensive range of delicious McDonald's® food - from burgers such as the McAloo Tikki™, McVeggie™, McSpicy Paneer™ or opt for non-vegetarian options such as McChicken™, Chicken McGrill and McSpicy Chicken™. They can also select from McDonald's® flavourful wraps such as the BigSpicy Paneer and Chicken wraps as well the variants of Saucy Wraps and the iconic world famous McDonald's® French Fries and many more delicious sandwiches and snacks prepared at the restaurant using fresh and quality ingredients, locally sourced in India.

An extensive range of hot and cold beverage options will also be available to go with the meals.

McDonald's® India re-engineered its operations to suit the special requirements of vegetarians in India. Vegetable products are kept separate throughout the various stages of procurement, cooking and serving. All the sauces used (except Tartar sauce) and the soft serves are also 100% vegetarian.

Commenting on the launch, Mr. Aditya Kharwa, Director- Business Operations- Rest of West (ROW), Hardcastle Restaurants Pvt. Ltd. - McDonald's India (West & South) said, *"We are proud to open our second McDonald's restaurant in Raipur, a city which offers great opportunity to grow our Brand. Our commitment is to deliver a modern and exciting restaurant experience with delicious food and drinks, at the convenience our customers expect from McDonald's. McDonald's® has been a pioneer in the QSR industry and offers wholesome & delicious meal options to customers. We ensure that customers who come to McDonald's® get quality fresh food at great prices. Our menu has been created using flavourful spices that appeal to Indian palates. Our stringent focus on quality extends all the way from the source right up to the restaurants.*

*The opening of our first restaurant in Raipur was a great boost to the journey. We will continue to serve high quality food coupled with great service to our customers through the restaurant. We will endeavour to work hard to meet our customers' needs and exceed their expectations."*

The restaurants will provide employment to 40 locals of Raipur. These employees are locally hired and trained to manage operations in the initial phase. Further,

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McDonald's® also aims to generate employment and provide international training to local residents, creating opportunities for first time jobbers while also adding to the strength of over 7,000 individuals that they have directly employed across business operations in West & South India.



Raipur is one of the most promising cities and is fast becoming an important regional commercial and industrial destination. It is one of the most attractive markets that renowned brands are looking to enter and increasing foothold. With the launch of this restaurant McDonald's is further looking at increasing the traction in Chhattisgarh and making the brand available to its patrons across the state.

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**About Westlife Development:**

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). 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 and the company will continue to broad base its investors over the coming years.

**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 185 million customers, annually, at its 252 (as of December 31, 2016) McDonald's restaurants across 34 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 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. Several of the McDonald's Restaurant feature 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 further information, please contact:**

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