



PRESS RELEASE

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McDonald's to expand its footprint in Goa with the second restaurant launch

~ Goa's Calangute Beach will now experience the McDonald's magic ~

Goa, April 4, 2017: Westlife Development Limited (BSE: 505533), owner of the Master Franchisee of McDonald's® restaurants in West & South India announced the launch of its second restaurant in Goa, today. Goa felt the McDonald's pulse in June 2016 with their first restaurant at Mall De Goa, Porvorim and owing to the warm welcome received, the brand has brought its second restaurant to Calangute. This restaurant will also have McDonald's successful brand extensions - the in-house coffee style chain, McCafé and the newly launched McBreakfast.

The standalone, High Street restaurant is 2700 sq. ft. in area which can accommodate 116 guests. The restaurant reflects modernized design and best-in-class amenities and services, unique to McDonald's restaurants around the world. Customers can enjoy from the varied menu between 11 am to 11 pm along with free Wi-Fi internet access and family-friendly amenities. It also has a dedicated parking area for 12 cars.

Customers at the new restaurant can choose from the newly launched McBreakfast menu - the Dosa Masala Brioche, HashBrown Brioche or Waffles; beverages and coffees from specially trained hand-made baristas at McCafé or indulge in classics like the McAloo Tikki™, McVeggie™, McSpicy Paneer™ or non-vegetarian options such as McChicken™, Chicken McGrill and McSpicy Chicken™. Wraps like the BigSpicy Paneer, Chicken wraps, variants of Saucy Wraps and the iconic McDonald's® French Fries are also set to make it a *very happy day!*

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 delighted to launch our second restaurant in Goa and carry forward our brand's promise to provide quality, convenience and value to our valued customers. Having strengthened our product portfolio with the addition of McBreakfast and McCafe, we are committed to extending our renowned world class experience to our customers in Goa too."*

The restaurants will provide employment to 45 locals. These employees are locally hired and trained to manage operations in the initial phase. Further, McDonald's® also aims to generate employment and provide international training to local residents, thus 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.

Calangute, just 15 kms from the capital city Panjim, is also known as the queen of beaches in Goa. It has the most eclectic mix of customers, attracts a high number of tourists and is fast becoming a commercially important destination. With this launch, McDonald's is looking to increase its foothold and expand its consumer base. The restaurant at Calangute will further help increase traction at McDonald's while making the brand available to its patrons across the state.

All the delicious burgers and snacks are prepared at the restaurant using fresh and fine quality ingredients, locally sourced from various parts of India. McDonald's® India has 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.

About Westlife Development:

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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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