



McDonald's India and Baahubali come together to walk the ramp for six talented designers

Mumbai, 7th April, 2017: McDonald's India, the globally renowned restaurant chain gets into an association with the most awaited movie of the year - '**Baahubali 2 - The Conclusion**'. Kick-starting this partnership with a bang, the stunning McDonald's crew walked the ramp at a Fashion Show organized by Bollywoo.ooo, an online portal that curates movie-inspired apparels and accessories, at The Westin, Mumbai.

This one-of-its-kind association signifies coming together of two giants- one being McDonald's which is known for its service-excellence and innovation in the QSR industry and the other being Baahubali that is known for its grandeur and creative-excellence.

This unique one-of-a-kind fashion show was the one of the many activities planned as part of the McDonald's – Baahubali association. A series of activities will unfold in the coming weeks in by McDonald's to provide a unique and memorable experience to Baahubali fans.

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).

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