



Punekars can now bite into the new 'McBreakfast' by McDonald's

McDonald's brings its iconic Dosa Masala Brioche, Scrambled Eggs, Waffles and more to Pune!

Pune, April 17th 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), has introduced its first ever branded '**McBreakfast**' category in Pune. Riding on the success and wholehearted response from customers in Mumbai, McDonalds is all set to introduce the exciting new 'McBreakfast' menu to Pune. The new breakfast includes Dosa Masala Brioche, Classic Scrambled and Masala Scrambled Eggs, Classic Spinach & Corn Brioche, freshly baked Waffles and Hotcakes.

This move from McDonald's comes as an extension to its systematic roll-out plan. McBreakfast will be available across 18 restaurants in Pune from 8 AM to 11 AM. For people who want to enjoy the '*All Day Breakfast*', menu items like Egg and Cheese McMuffin® and fresh baked Waffles will be available throughout the day.

On the decision to extend McBreakfast to Pune, **Ranjit Paliath, Vice President - Business Operations, McDonald's India (West & South)** said, "*McDonald's has always believed in translating global formats to suit local tastes. With McBreakfast, we have extended our portfolio to include products that are customized to the Indian taste and palate. We received a great response from customers in Mumbai and are now glad to bring the McBreakfast menu to Pune. The new menu is all-grilled, specially made to suit our customers' preferences. Our aim is to drive 'UnSkipBreakfast' – focusing on the importance of the meal. We just want our customers to kick start their day with a wide range of breakfast options to choose from!*"

In today's busy lifestyles, people usually prefer convenient, quick food options that is leading to a steady growth of the 'out of home breakfast' category. According to a report by Crisil in 2015, out-of-home breakfast has gradually made 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.

With McBreakfast, McDonald's addresses the required emphasis on having wholesome, fresh and balanced meals every morning. The McBreakfast category aims to cater to consumers who will now look forward to '*UnSkipBreakfast*' and savour the taste of our new menu offerings.

McBreakfast will be available in restaurants, through McDelivery and as a takeaway option for people to enjoy their food on-the-go. An affordable range to 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 8 AM to 11 AM.

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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