



## McDonald's India all set to enter Vishakhapatnam!

*This will be the third restaurant of the global QSR chain in the state, and first ever in the city*

**Vishakhapatnam, July 10, 2017:** Vishakhapatnam, also called the 'Jewel of the East Coast', is all set to welcome its first ever McDonald's Restaurant! The popular CMR Central Mall, thronged by tourists and locals alike, will be home to the international food experience.

Residents of the beautiful port city can now enjoy the famous French Fries, scrumptious burgers and delectable Happy Meals at the mall restaurant from 11 am to 11 pm, through the week. The bestselling products will all be on the menu – McAloo Tikki, Maharaja Mac, Pizza McPuff among others. This will also be the first ever McDonald's India restaurant in Andhra Pradesh to feature McCafé, extending its premium coffee experience to the city! McCafé will bring to the city a range of premium coffee from cappuccino to latte to iced mocha and frappe.

Located in the heart of the city, this mall restaurant is spread across 3000 sq.ft, with a dining area that can accommodate 75 guests and a separate party area that will host 25 guests. With its best-in-class service synonymous with the brand's restaurants worldwide, customers will now also enjoy privileges like free Wi-Fi!

With this launch, Hardcastle Restaurants Pvt. Ltd. (HRPL) the master franchisee of McDonald's operations in West & South India is entering the 36<sup>th</sup> city, taking the total count to 3 restaurants in the state of Andhra Pradesh and 103 restaurants in South India. The company is also on track with its mission to take its restaurant count to nearly 500 by 2022.

Commenting on the launch, **Gerald Dias, Business Operations Director – South, Hardcastle Restaurants Pvt Ltd. - McDonald's India (West & South)** said, *"We are very excited to extend our brand's presence in a new city like Vishakhapatnam. We see great potential to grow our brand in the market here and are optimistic about the role Vishakhapatnam will play in our overall expansion in South India. We are now looking forward to bringing our world class experience to the new city and further driving business by offering great quality, value and service to our customers. We hope to be the most preferred food destination in the city soon!"*

Since its inception, McDonald's India has been reinventing itself to satiate all Indian tastes. To be locally relevant, India is the only market where McDonald's does not serve any beef and pork products. The brand has also taken a step ahead and segregated kitchens for vegetarian and non-vegetarian food offerings. Through the various stages of procurement, cooking and service, the vegetarian and non-vegetarian products are all kept separate. Even the soft serve desserts and mayonnaise used in the burgers are 100% vegetarian.

### **About Westlife Development:**

*Westlife Development Limited (BSE: 505533), focuses on setting 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.*

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**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 258 (as of March 31, 2017) 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 7500 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 that HRPL operates.*

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