



Celebrate American, Italian and Indian flavours at a McDonald's near you

~Devour 12 new & exciting products starting at just Rs. 49~

Mumbai, 27th September, 2017: From the busy avenues of New York that the Statue of Liberty overlooks, to the sleepy by-lanes of Italy that the Tower of Pisa leans over, to our very own land of rich and varied spices, McDonald's has searched far and wide to bring the most loved foods from across the world to restaurant near you!

McDonald's believes that food transcends boundaries and unites people. With that as a fundamental premise, this festive season the restaurant chain is introducing cuisines from across the world – a range of 12 new products with Italian, American and Indian roots to celebrate **"Flavours Without Borders"**.

Now all it takes, is a trip to your neighbourhood McDonald's to bite into Cheesy Italiano - an Italian burger made with authentic Italian herbs, creamy rich onion & cheese sauce enclosed in a toasted multigrain bun and sip on Limon Zest, a refreshing lemonade, inspired by Limoncello from Italy.

While you enjoy an Italian feast, your friends can sink their teeth into Chatpata Naan - made with tangy flavourful sauce, a crisp aloo or chicken patty wrapped in a grilled naan or devour a Phirni McFlurry – a rice pudding dessert prepared to perfection with delicate flavours of rich condensed milk along with rice bits.

McDonald's is also launching three new beverages under McCafé making it the ideal place to meet your friends and enjoy a variety of food and drinks on the same table.

Speaking about the Flavours Without Borders launch, Seema Arora Nambiar, Senior Vice President – Strategy, Innovation & Capability, McDonald's India said - "McDonald's India has always been at the forefront of product innovation. We have introduced revolutionary and differentiated products like Aloo McTikki and Dosa Masala Brioche that have been loved by customers. We firmly believe that food and flavours have no borders, and they unite people. Based on this insight into human behavior and compelling consumer research we are happy to launch our new range of products that are not only created using the finest ingredients, but also capture the absolutely authentic flavours of each region they represent. We are proud to bring these sumptuous products at the best possible value to our customers."

All these mouth-watering products, starting from Rs. 49 will be available from **30th Sept, 2017** in McDonald's India across the South and West markets operated by Hardcastle Restaurants Pvt. Ltd.

So what are you still waiting for?

Eat, Indulge and Repeat - #McDFlavoursWithoutBorders



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.

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 261 (as of June 30, 2017) McDonald's restaurants across 36 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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