



McDonald's welcomes Sagar Kargutkar as Director - Marketing and Communications

~Sagar joins HRPL, master franchise of McDonald's restaurants in West and South India~

Mumbai, 21st December, 2017: Hardcastle Restaurants Pvt. Ltd., a subsidiary of Westlife Development Ltd. and master franchise of McDonald's restaurants in West and South India, has announced the appointment of Sagar Kargutkar as Director, Marketing and Communications.

Sagar joins McDonald's from The Times of India group where in his last assignment was National Lead, Marketing for Times of India's metro supplements. He has spent over 12 years with the Times of India during which he was responsible for the financial health and marketing of the newspaper, its properties and supplements. He was a key member of a team that conceptualised and creatively executed high profile brand initiatives like Lead India, Teach India, Aman Ki Asha and steered Bombay Times towards becoming the most profitable publication within the Times group.

Prior to his brand –related role at Times of India, he was instrumental in setting up the group's foray in the 'Out Of Home' business. Sagar started his career with Mid-Day Multimedia Ltd where he was part of their advertising sales team.

Sagar has been a marketing and business professional for about 18 years. An alumnus of Narsee Monjee Institute of Management Studies, he is a strategic marketing leader with an expertise in consumer marketing and P&L management. In his current role at McDonald's, he will be responsible for marketing communications strategy, digital marketing, product innovation and will work closely with the executive team to take McDonald's brand in India to the next level.

Commenting on his appointment, Seema Arora Nambiar, Senior Vice President – Strategy, Innovation & Capability, McDonald's India (West & South) said, "We are delighted to welcome Sagar to the McDonald's family. Having successfully led various big-ticket campaigns, he is a perfect fit for this role. His immense knowledge and strong capabilities in brand building and marketing communication will add tremendous value to our ambitious growth strategy."

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 200 million customers, annually, at its 265 (as of September 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 8,000 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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