



## McDonald's customer collects 400 Happy Meal toys for over 15 years!

*To acknowledge his passion, McDonald's gifted the lucky Chennai resident a special toy showcase*

**Chennai, January 25, 2018:** On a balmy afternoon in 2002, a 21-year-old man entered a McDonald's outlet near his college for a quick bite. Half an hour later, he walked out smiling with a Happy Meal toy stuffed in his backpack. One would think that's the end of the story, but not for this man. Fifteen years on, that young man, now 36 year old successful pharmaceutical professional, has an enviable collection of 400 Happy Meal toys, including figurines from Marvel, Smurfs, Minions, Looney Tunes and Kung Fu Panda!

Meet Y Vikram, a resident of Chennai, who makes it a point to eat at a McDonald's outlet in every new place he visits, both in India and abroad, and take home the Happy Meal toys as keepsakes. Vikram's story came to light when McDonald's announced an online contest inviting fans to share pictures of their Happy Meal toy collection. Vikram participated in the contest and the rest as they say, was history! To celebrate his passion, McDonald's decided to surprise this diehard fan with an exclusive showcase for his treasured toys! In the presence of his family and close friends, Vikram was given the surprise gift when he returned home from work and he was overjoyed with the thoughtful gesture from McDonald's! He's already made a mental map of where he will place the toys in the showcase!

**A surprised Vikram said,** "I never thought my passion of collecting McDonald's toys would one day lead the brand to my doorstep. This motivates me to collect more toys and inspire my kids and other fans of the brand to pursue their passion and build memories for life. This special gesture by McDonald's has left me speechless - I'm surely lovin' it!"

The Happy Meal Toy Fan contest saw several Happy Meal toy collectors share their pictures and stories about their love for their favourite collections! This activity is a part of the ongoing 'Make every meal a Happy Meal' campaign, where, for an additional Rs. 35/-, customers can add a toy to their meal. Happy meals just got a lot happier!

### **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 37 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 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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