



Babyccino Makes Friends with Happy Meal

~Yes you heard it right! Babyccino added as a beverage option to Happy Meal~

Mumbai, February 05, 2018: You think McDonald's, you think Happy Meal!

To make Happy Meal happier, McDonald's has announced that starting today, it will serve the popular Hot Chocolate milk: Babyccino as a beverage option with Happy Meals.

A new baby in Happy Meal family, Babyccino is a perfect blend of chocolate and milk that makes for a wholesome beverage for children. Babyccino option with Happy Meal will be available across all McDonald's restaurants that house a McCafé in West and South.

Commenting on the announcement, **Seema Arora Nambiar, Senior Vice President – Strategy, Innovation & Capability, McDonald's India** said, "At McDonald's we are constantly working towards introducing nutritive and wholesome menu offerings. Addition of Babyccino to Happy Meal is one such step. McDonald's menu innovations are in line with what our consumers want. Our research showed that consumers, specifically mothers, wanted a milk beverage as an option for Happy Meal. Babyccino filled in that gap beautifully."

Launched in India in 1997, Happy Meal is the first meal designed especially for kids. It has not just become an icon, but also the most loved meal for generations of kids and the ones who are kids-at-heart. The sheer nostalgia attached to Happy Meal encourages millennials to have it even today and relive their childhood memories.

Come and say hi to Babyccino!

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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 271 (as of December 31, 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 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.

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