



Arvind R P Joins McDonald's (West and South) as Director - Marketing & Communications

Mumbai, 22 January 2019: Hardcastle Restaurants Pvt. Ltd., a subsidiary of Westlife Development Ltd. and master franchisee of McDonald's restaurants in West and South India, today announced the appointment of **Arvind R. P. as Director- Marketing & Communications**. In his new role Arvind will lead the overall marketing and communications strategy for brand, to further strengthen its leadership in the QSR space.

Arvind joins McDonald's from Kaya Limited where he led Marketing & Analytics. During his six-year tenure there, he spearheaded various brand-building initiatives, product & services innovations, digital and CRM initiatives.

Commenting on his appointment, **Seema Arora Nambiar, Senior Vice President - Strategy, Innovation & Capability, McDonald's India (West & South)** said, "We are delighted to welcome Arvind to the McDonald's family. Arvind has a proven track record of building strong brands, driving insightful product and service innovations and leading digital projects. I am confident that he will be instrumental in leading McDonald's to its next phase of growth."

Speaking on his new assignment, **Arvind RP** said, "McDonald's is one of the world's most iconic brands that has always been at the cutting edge of food, service and technology. I look forward to working closely with the team to create new benchmarks for the industry."

With over 18 years of experience in Marketing and Sales, Arvind has worked across geographies and categories including Retail (Levi Strauss), Consumer goods (Britannia) and Automobiles (TVS Motor Company). His stint at TVS Motors also included an assignment for the South East Asian market based out of Jakarta, Indonesia.

Arvind holds a Bachelor's Degree in Statistics and has completed his MBA from Bharathidasan Institute of Management, Trichy and has completed various executive education programs from Kellogg School of Management, Northwestern University.

About Westlife Development:

Westlife Development Limited (BSE: 505533) (WDL) focuses on putting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. The Company operates a chain of McDonald's restaurants in west and south India, having a master franchise 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 287 (as of September 30, 2018)



McDonald's restaurants across 39 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 8,700 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thru's, 24/7, McDelivery and dessert Kiosks. The menu features Burgers, Finger Foods, Wraps and Hot and Cold Beverages besides a wide range of desserts. Several of the McDonald's Restaurants feature an 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 any further queries, contact:

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