

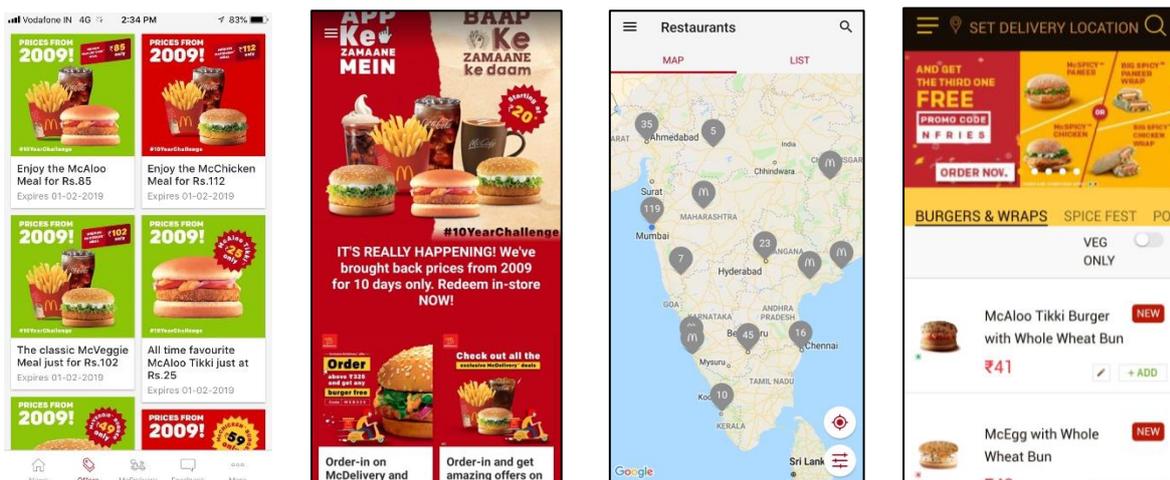
McDonald's takes the 10 year challenge many notches higher – Offers 10 year old menu prices on its new 'McDonald's' app

The app that was launched earlier this month gives a host of exciting, customized offers every day, that can be easily redeemed at any McDonald's restaurant across West and South India

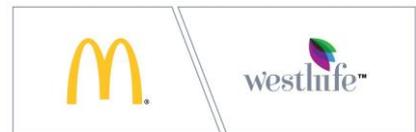
Mumbai, January 24, 2019: If the endless social media posts on #10yearchallenge made you miss the good old days, McDonald's is set to aggravate your nostalgia even more. Taking the #10yearchallenge many notches higher, McDonald's has slashed its menu prices to what they were 10 years back, for 10 days starting Januray 23rd, exclusively on its recently launched 'McDonald's' app. McDonald's lovers can now grab their house favourites at 2009 prices, by simply showing the offer within the app to the counter crew while placing the order, at any McDonald's restaurant across West and South India.

Hardcastle Restaurants Pvt. Ltd., the master franchisee of **McDonald's in West and South India** launched the unique new app '**McDonald's**' earlier this month. The app gives a host of exciting offers on scrumptious burgers, exotic McCafe beverages and appetizing sides every single day, making your visit to McDonald's even more enjoyable. What's unique about this app is that all offers are customized to each customer's preferences, giving them value based on their preferences.

This new app is essentially a one-stop shop for all McDonald's lovers. In addition to availing of attractive customized offers that can be redeemed at the restaurant, customers can also share their feedback and find their nearest McDonald's restaurant on this app. In short, it's as comprehensive, quick and efficient as it gets.



Speaking on this unique initiative, **Akshay Jatia, General Manger – Brand Extensions Hardcastle Restaurants Pvt. Ltd.** said, "As the 10 year challenge gained momentum, we at McDonald's wanted to do something beyond just posting a picture or putting a post out on the social media. Over years, we have delivered unparalleled value to our customers. Through our own 10 year challenge, we wanted to provide our customers a unique value proposition

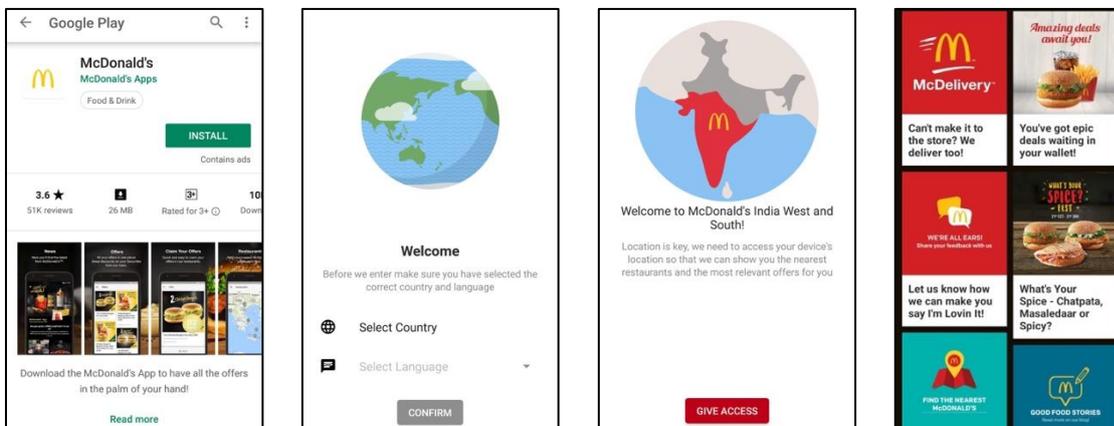


and reinforce that while we have evolved over the last 10 years, we have not changed - we still continue to deliver unparalleled value.”

Speaking further on the ‘McDonald’s’ app launch, he added, “We are committed to enhancing our digital capabilities and leveraging technology to deliver enhanced value and convenience to our customers. The new McDonald’s app, that lets our customers avail of a slew of attractive in-store offers at their fingertips, is a step in this direction.”

How can you download and use the new ‘McDonald’s’ app?

McDonald’s app is available on both iOS and Android platforms. Just search for ‘McDonald’s’ on Play Store or iOS store and hit ‘download’! After downloading the app, select your country and preferred language. You are now all set to explore and redeem attractive offers.



[Check out the video to learn more about the app](#)

So, download the app now to start redeeming your exclusive offers!

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 master 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.

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