



## This festive season head to McDonald's for 'Asli Bachat' with the dhamaka – McSaver combo offer @ Rs. 59

*For the first few days, the offer can be availed of exclusively on PayTM*

**Mumbai, September 26, 2019:** McDonald's India (West and South) has kicked off the festive season in style by launching by giving customers 'Asli Bachat'. The brand is offering more than 30 combos of scrumptious burgers/sides along with select beverages at an irresistible price of flat INR 59.

This exciting new campaign is in line with the company's strategy to build the McSavers value platform and give customers great variety and convenience at an unparalleled value.



These combos will be available across all 300 McDonald's restaurants in the West and the South starting now. And for the first few days this too-good-to-be-true offer can be availed of exclusively on the PayTM app. All customers need to do is buy the INR 59 voucher off the app and redeem it at any McDonald's restaurant in West and South against their favourite combo.

Speaking on the launch of the campaign, **Arvind RP, Director – Marketing and Communications, HRPL**, said, "Our strategy is to build McDonald's as an everyday value destination delivering on variety and a differentiated experience. We started off the year with a 'McSaver Meals' campaign that resonated strongly with our customers. With this 'McSaver combos' campaign, we are further solidifying this platform by giving our customers a great menu variety at a compelling price point."

That's not all! To add to the excitement, McDonald's is also creating limited edition collectible coins – 'Bitecoin', which will be given out to a few lucky customers. If you are excited to get your hands on these coins, tune into McDonald's social media platforms!

McDonald's restaurants in West and South India are operated by Westlife Development Ltd. (WDL), through its wholly owned subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL).

**Wait no more as delicious McDonald's deals are just a click away!**

### **About Westlife Development:**

Westlife Development Limited (BSE: 505533) (WDL) focuses on setting 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.

### **About Hardcastle Restaurants:**

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 the region since its inception in 1996.

HRPL serves over 200 million customers, annually, at its 300 (as of June 30, 2019) McDonald's restaurants across 41 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 10,000 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, Rice, Salads 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 that HRPL operates.

**For any further queries, contact:**

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