



## McDonald's inaugurates its first restaurant in Kakinada

~McDonald's opens in SRMT Mall: introduces McCafé and McDelivery~

**Kakinada, September 26, 2018:** Your wait is over! The Golden Arches arrive in the city of Kakinada. The world-famous burgers, iconic fries, and nuggets from McDonald's will make their debut at Kakinada's SRMT Mall. Locals of Kakinada can also pamper their taste buds with signature beverages from the in-house coffee chain, McCafé. Additionally, the brand has also introduced McDelivery, which will enable residents to order from the comfort of their homes and offices.

Open from 10 am to 11 pm, the all-new McDonald's restaurant is spread across 2,700 sq. ft. and can accommodate over 120 guests. The restaurant is beautifully designed with modern interiors and has an additional birthday party area to celebrate special days.

McDonald's restaurants in West and South India are operated by Hardcastle Restaurants Pvt. Ltd. (HRPL), a master franchisee of McDonald's Corporation. This will be HRPL's 4th outlet in Andhra Pradesh, and 108<sup>th</sup> restaurant in South India.



Speaking on the launch, **Gerald Dias, Director - Business Operations – South, Hardcastle Restaurants Pvt Ltd.** said, *"We are delighted to bring McDonald's to the city which strongly symbolizes food. This launch in the city of Kakinada is an important milestone in our expansion Andhra Pradesh--a key state in our growth strategy in West and South India. With our best in class service and delicious food we are confident that we will receive a warm welcome in Kakinada."*



The new restaurant will feature bestselling products such as McAloo Tikki, Maharaja Mac, Pizza McPuff among others. The in-house coffee chain, McCafé will serve over 40 beverages ranging from the premium handmade specialty coffees with 100% Arabica beans to smoothies, iced splashes, and iced teas.

Since its launch in India, McDonald's has been reinventing itself to cater to the ever-evolving consumers. Be it enhancing the in-store experience by offering world-class service to our customers or developing an indigenous menu completely unique to India, the brand has constantly revamped itself to remain amongst the most loved brands in India and across the world.

***So, what are you waiting for? Go, grab your favourites at McDonald's!***



**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 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 281 (as of June 30, 2018) McDonald's restaurants across 38 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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