



McDonald's celebrates World International Burger Day with "Ek Se Bhale Do" Festival!

Hurry up! Offer valid till 28th May on McDonald's App exclusively

Mumbai, 27th May 2019: Let's face it, we all like some good decadent and satisfying comfort food like quintessential burger. Hardcastle Restaurants Pvt. Ltd., the master franchise of McDonald's in West and South India is celebrating the distinctive International Burger Day, starting from May 21st to May 28th, with a deal that will make the customers ask for more. The burger lovers can buy a McVeggie Burger or McChicken Burger and indulge in another burger that comes along with it for no added cost.

The exclusive offer on McDonald's app encompasses the idea of "Ek Se Bhale Do" where the customers get buy one get one free on McVeggie and McChicken burgers.

The "Ek Se Bhale Do" festival is a part of McDonald's continuous effort to offer scrumptious food at attractive prices. This unique McDonald's experience aims to deliver the ultimate value to its customers. So, here is the week for McDonald's loyalists to celebrate International Burger Day and avail this exciting offer.

Promoting the celebrations around the International Burger day, McDonald's has shared a small [video](#) and creatives on its social media accounts to reach out to all the burger lovers out there.



The McDonald's Mobile application, which launched this summer has seen more than 2 million downloads and 2 million offer redemptions within its first quarter. With this exclusive BOGO offer, McDonald's, known for its service-excellence in the QSR industry, is here to satiate your hunger of delectable burgers.

This doesn't end here, keep visiting McDonald's app for more such exciting 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 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 292 (as of December 31, 2018) McDonald's restaurants across 40 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 9000 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:

HRPL

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