



## Thank God it's fry-day! McDonald's seals the 'i'm lovin' it' deal by offering free fries with McSaver meals

Launches three quirky TVCs focused on delighting customers by offering free fries

**Mumbai, 28th March 2019:** Like a movie is incomplete without popcorn and Christmas is incomplete without plum cake, similarly, a meal at McDonald's is incomplete without French fries. And what better way to delight a customer than to offer these world-class, delicious fries free! Yes, Hardcastle Restaurants Pvt. Ltd., master franchisee of McDonald's in West and South India, is offering its iconic, delicious fries free with its medium McSaver meal.

McDonald's has always been about offering great value to the consumer. Over the years, the brand has brought global flavours and ingredients to customers at affordable prices. This year, McSaver, the value platform, has become bigger, better and bolder. And guess what, with every medium McSaver, you actually get the fries free. This makes it a complete meal.



To popularize this too-good-to-be true proposition, the brand has launched three television commercials ('TVCs'). The three TVCs, that have been conceptualized by DDB Mudra, reinforce the company's brand promise of 'easy to feel good' and capture the customers' absolute delight on getting free fries in a fun and quirky way. With this, the brand is all set to make its customers say 'i'm lovin' it' over and over again.

**TVC 1 – Wink** – Inspired by the viral Priya Varrier video, the TVC shows a customer playfully winking at the server when he adds free fries to her McSaver meal.

Click [here](#) to watch the TVC



**TVC 2 – Gajodhar** – A pregnant couple visits McDonald's, and get happy and emotional on receiving free fries with their meal. They ask the server's (crew member's) name, and name their unborn child 'Gajodhar' after the McDonald's crew member.

Click [here](#) to watch the TVC



[TVC 3 – Captain](#) – The film shows a cricket team celebrating their victory at McDonald's, shouting victory chants with the captain on their shoulders. The captain is replaced by a McDonald's server as he informs them about the free fries.

Click [here](#) to watch the TVC



This is an integrated campaign which will be aired across TV, Digital and Social platforms.

Sharing his views on this campaign, **Arvind R.P., Director - Marketing and Communications, Hardcastle Restaurants Pvt. Ltd.**, said “At McDonald's, we believe in offering our customers unparalleled value. Value for today's customer is a combination of price, experience and variety and that is the key insight behind this campaign. We want to delight our customers and offer them wholesome and nutritious meal options, complete with our iconic fries. Our strategy is to drive value for our customers through our McSavers platform and position McDonald's as a meal destination for all consumer groups.”

Crisp on the outside and tender inside – one can never say no to these perfectly cooked McDonald's French fries. Customers can relish their meal with complimentary fries across all McDonald's restaurants operated by Hardcastle Restaurants Pvt Ltd.

#### **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:**

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