



**McDonald's India unveils new EATQUAL packaging specially designed for customers with limited upper hand mobility - Becomes the first brand in the industry to undertake such an initiative**

**December 17, 2020, Mumbai: McDonald's India West and South**, that announced the launch of EatQual – a special pack for customers with limited hand mobility, on the International Day of Persons with Disabilities, unveiled this innovative packaging today. With this, the brand has become the first food player in India to have undertaken such an initiative.

EatQual stems from the insight that the standard packaging typically requires customers to use both their hands to truly enjoy the delicious McDonald's burgers. This makes it difficult for those with limited upper-limb movement to enjoy their favourite McDonald's burger. EatQual addresses this challenge and ensures that everyone can bite into delicious burgers just as easily.

The brand launched a heartwarming brand film that showcases how EatQual makes the experience of enjoying McDonald's burgers easy and delightful for its guests that have limited upper hand mobility.

See Video here:



McDonald's India launched the packaging by hosting individuals with limited upper hand mobility in their restaurants across Mumbai, Pune and Chennai who enjoyed their favourite burgers in the new EatQual packaging.

The event in Chennai was supported by The Good Quest Foundation, a Non-Profit Organisation founded with an objective to work for a tangible impact in the lives of the less privileged, down trodden and marginalized in the Community.



**Commenting on the launch of EatQual by McDonald's India West and South, Mr. Vinod Kumar, Managing Trustee of The Good Quest Foundation** said *"It is welcoming to see a successful global food joint like McDonald's coming up with EatQual packaging, a big step taken to embrace people with limited upper limb mobility to their customer class. Now even a person with limited upper limb mobility can visit McDonald's to relish his food and drink without hassles. We at The Good Quest Foundation have always worked for an inclusive community, thank you for the partnership McDonald's. We are sure EatQual packaging will set a benchmark for the others to follow"*



The event in Mumbai was attended by noted personalities including **Dr Vaishali Kolhe, Associate Professor, Project Director, I Access Rights Mission, Centre For Disability Studies and Action, Tata Institute of Social Sciences, Mumbai** and **Mr. Surendra Kasare, a Para Wheelchair Cricketer**, who hailed this initiative.



McDonald's restaurants in West and South India are owned and operated by Westlife Development Ltd under its wholly owned subsidiary – Hardcastle Restaurants Pvt Ltd.

Westlife Development has been taking definitive steps to make feel good moments easy for all its customers across its restaurants. The company has made many of its stand-alone restaurants accessible for differently-abled customers by installing ramps wherever possible and has made the restrooms wheelchair friendly. The launch of EatQual marks yet another step by the brand to make eating at McDonald's easy and fun.

EatQual packaging is currently available at all McDonald's restaurants across West and South India for dine-in.



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**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.*

**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 310 (as of September 30<sup>th</sup>, 2020) McDonald's restaurants across 42 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 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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