



## McDonald's® brings the Golden Arches to Hubli

*~ First Gold Standard Drive-Thru to be launched on 31<sup>st</sup> March making it the 81<sup>st</sup> restaurant in South India~*

**Hubli, March 27<sup>th</sup>, 2015:** Westlife Development Limited (BSE: 505533), the owner of the Master Franchisee of McDonald's® restaurants in South & West India, will launch its 81<sup>st</sup> restaurant in South India and celebrate its entry into the agglomerating city of Hubli, Karnataka on 31<sup>st</sup> March 2015. Hubli's first McDonald's® Gold Standard Drive-Thru (GSDT) is spread over an area of 4500 sq ft and is strategically located near Bhartiya Vidya Bhavan.

Designed to accommodate 130 guests, the restaurant features a separate space for kid's birthday party celebrations. The restaurant has ample parking space with 20 dedicated car parks exclusively for customers. Now between 9 a.m. to 11p.m, Hubli residents and visitors can savor the iconic McDonald's® menu, made with quality ingredients and choose from a selection of freshly made burgers such as the McAloo Tikki™, McVeggie™, McSpicy Paneer™ or opt for non-vegetarian options such as Filet-o-Fish, McChicken™, Chicken McGrill and McSpicy Chicken™. They can also pick from an extensive range of appetizing wraps such as the Big Spicy Paneer and Chicken wraps as well three new variants of Saucy Wraps. The take-away counters offer the added convenience of helping customers wrap up their favourite meals in no time if they are on the go.

Commenting on McDonald's® launch in Hubli, **Mr. Ranjit Paliath, Vice President, Business Operations, McDonald's® India (West & South)** said, *"We are excited to launch our first GSDT restaurant in Hubli, Karnataka and are proud to be part of the growth story of this historic city. We, at McDonald's® are focused on ensuring that our customers receive high-quality, fresh food at great value. McDonald's® is constantly evolving its menu offerings and creating customized products with flavorful spices that appeal to Indian tastes. We place a strong emphasis on quality, which extends from stringent sourcing of our products, to preparing them with the utmost care and serving them at our restaurants. At McDonald's® we are dedicated to understanding the cultural sensitivities of vegetarians in India and as a result, we have segregated vegetarian and non-vegetarian cooking & serving areas at our restaurant. Additionally, we do not serve pork or beef items in India and ensure that most of our sauces, including mayonnaise and even our Soft Serves™ are 100% vegetarian."*



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*“Over the years, McDonald’s® has partnered with its suppliers to build a best-in-class supply chain in India. Currently, in the South region, we are locally sourcing key ingredients such as buns, lettuce, patties, and poultry. The South as a market, holds tremendous potential for growth and we look forward to building our brand as well as strengthening our relationship with the customers, suppliers & employees in this region.” Mr. Paliath added.*

The drive-thru restaurant reflects best-in-class design and offers a range of amenities and services unique to McDonald’s® restaurants around the world, such as free Wi-Fi internet access, cashless service and ample parking for customers who opt to dine-in as against using the drive-thru.

McDonald’s® graciously welcomes the people of Hubli to enjoy a memorable culinary experience, courteous and quick service, delectable quality food that is the hallmark of McDonald’s® restaurants in a new, vibrant & contemporary ambience.

#### **About the Company:**

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 180 million customers, annually, at its 202 (as of December 31, 2014) McDonald’s restaurants across 24 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala and parts of Madhya Pradesh, and provides direct employment to over 8,000 employees. McDonald’s operates through various formats and brand extensions including standalone restaurants, drive-thru’s, 24/7, McDelivery, dessert Kiosks. The menu features Burgers, Finger Foods, Wraps, Hot and Cold Beverages besides a wide range of desserts. Several of the McDonald’s Restaurant feature 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.

McDonald’s® India (West & South)

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