



Press Release

McDonald's® opens its first outlet in Solapur

~Expands its footprint to over 100 outlets in Maharashtra~

Solapur, Maharashtra, December 18, 2015: Westlife Development Limited (BSE: 505533), owner of the Master Franchisee of McDonald's® restaurants in West & South India, today announced the launch of its first branch of McDonald's® in **Murarji Peth, Solapur**. Be it the delicious French fries, lip-smacking burgers or the adorable Happy Meal toys, McDonald's® has had everyone loving it! And now, the world's leading food service retailer will open its doors to Solapurians for a gastronomic experience by indulging their taste buds with iconic products specially created for the Indian palate including the McAloo™ Tikki the Paneer Wrap, the McVeggie™ Meal besides the popular McSpicy™ range burgers and the world famous MacFries.

McDonald's® first outlet will open in one of the most famous malls in Solapur, **The Oasis Mall** which is suitably located centrally at Murarji Peth and is just 5 minutes away from Solapur Railway station. The restaurant can seat 140 customers and offers best-in-class design with a host of amenities and services unique to McDonald's® restaurants. Customers can enjoy a multitude of offerings including delicious McDonald's® food, free Wifi internet access, family-friendly amenities like a birthday party room. The restaurant will be open for service between 10am to 11pm.

McDonald's® since inception has developed a special menu to suit Indian tastes, preferences and sensibilities with separate areas for vegetarian and non-vegetarian cooking. McDonald's® India has also re-engineered its operations to suit the special requirements of vegetarians. Vegetable products are kept separate throughout the various stages of procurement, cooking and serving. The mayonnaise and the soft serves are also 100% vegetarian. Various Indian spices are blended to ensure that customers visiting our restaurant in Solapur can choose from, and enjoy, an extensive vegetarian menu including McVeggie™ Burger, McSpicy™ Paneer, Big Spicy Paneer Wrap, Pizza McPuff, McAloo Saucy Wrap apart from a range of non-vegetarian favourites like the Maharaja Mac, McSpicy Chicken, Chicken McGrill, Fillet-O-Fish, McEgg, Chicken & Egg Saucy wraps, Chicken McNuggets and many more delicious sandwiches and snacks prepared at the restaurant using fresh and quality ingredients which are locally sourced in India.

Maharashtra has always been an integral part for McDonald's® since its inception in India. Two decades back on October 21, 1996 McDonald's® launched its first retail outlet in Mumbai, and ever since that has expanded in Maharashtra with a strong foothold and successfully launched over 100 retail outlets across the state. On the Supply Chain front, the brand has invested resource and shared best practices with farmers and suppliers to locally grow and source – several fresh produce, cheese, buns and patties from the state. McDonald's® has been the preferred choice of loyal customers in Maharashtra and their overwhelming response has inspired them to enter Solapur.

Commenting on the launch, **Mr. Ranjith Paliath, Vice President, Business Operations, McDonald's® India (West & South)** said, *"It gives us immense pleasure to expand our golden arches in the state of Maharashtra by launching our first restaurant in Solapur. Solapur is an evolving market and is*



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geologically situated between Pune and Hyderabad the market holds huge potential for growth. We look forward to build our business responsibly by generating local employment opportunities and making a positive impact in the local community. Over the years, we have partnered with the farmers in India to locally grow and source fresh ingredients as well as built a unique supply chain to ensure quality food is served at our restaurants.”

We thrive to serve friends and families with a special McDonald's® experience made memorable by fresh, great-tasting food, friendly service along with a welcoming ambience. The opening of our first restaurant in Solapur is just the beginning of a journey with our customers. We will continue to work hard and stay relevant to our customers' needs and exceed their expectations. We at McDonald's® India, are committed to the state and its fun loving people.” Mr. Paliath further added.

The restaurant will have a team of 30-35 employees who are locally hired and trained to manage operations in the initial phase. Further, McDonald's® also aims to generate employment and provide international training to local residents, creating opportunities for first time job seekers while also adding to the strength of 4000 individuals that they have directly employed across business operations in West & South India.

Solapur is a developing market posing a lot of attractive opportunities to brands that are looking at entering the market. It is a city well that has well developed transportation system that makes it a very accessible city to one and all. It has a lot of young population who are ready to experiment and try out something new.

About McDonald's® India:

Westlife Development Limited (BSE: 505533), focuses on putting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL) which is a McDonald's® franchisee with rights to own and operate McDonald's® restaurants in India's west and south markets since 1996.

HRPL serves approximately 185 million customers, annually, at its 216 (as of September 30, 2015) McDonald's® restaurants across 26 cities in the states of Chhattisgarh, Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala and parts of Madhya Pradesh, and provides direct employment to over 7,500 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.

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 information kindly contact:

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