



McDonald's opens its first restaurant in Vijayawada, the business capital of the state

~Strengthen its footprint in the Southern region with the latest expansion in the State of Andhra Pradesh~

Vijayawada (Andhra Pradesh), 29th September 2016: Foodies in Vijayawada now have a brand new reason to rejoice! One of the leading food chains in the world, McDonald's, has opened its first restaurant today in the city. Westlife Development Limited (BSE: 505533), owner of the Master Franchisee of McDonald's® restaurants in West & South India through its subsidiary Hardcastle Restaurants Private Limited (HRPL), officially announced the launch of its second restaurant after Nellore in the State of Andhra Pradesh. The restaurant was inaugurated by children from Child Aid Foundation, a social service organization based in Vijayawada along with their favorite Ronald McDonald, Brand Ambassador & Chief Happiness Officer of McDonald's.

Andhraites are known for their passion for non-vegetarian cuisine and heartily enjoy the flavors of exotic spices, pickles and chutneys as part of their wholesome meals. McDonald's is all set to create a more joyful experience where locals in Vijayawada can savour the taste of chicken wings with their favourite McDonald's Burger or Happy Meals® with family and friends.

McDonald's® has strategically opened its new restaurant in the center of the city near Benz Circle, on Gurunanak road which can be accessed by travelers on NH5 and NH9. The standalone high street restaurant is spread across 3,400 sq.ft. with amenities such as designated play area for children on the first floor and over 15 car parks at the facility. The restaurant also offers a comfortable, clean, hygienic and a relaxed ambience that for the guests with a capacity of 103 seats as well as a private birthday party area where families and friends can celebrate their special moments of joy. McDonald's is globally renowned for serving quality food with real ingredients which are freshly prepared at its restaurant.

McDonald's® is proud to serve over 350 million customers annually across India by striving to satiate consumers needs and supersede their expectations. An innovative and customized mouth watering menu range has been introduced in India over the last two decades from iconic Maharaja Mac, an equivalent of Big Mac to the world-famous French Fries. In Vijayawada, it wants to continue the indulgence with a full menu of delicious offerings including the McChicken Burger™, Chicken Wings, Filet-o-Fish, McAloo™ Tikki, McSpicy™ Chicken & Veg, Pizza McPuff™, Chicken McGrill™, McEgg Burger to Saucy Wraps accompanied with delectable dessert offerings and a wide range of hot and cold beverage options to compliment the meals.

McDonald's has grown not only in terms of restaurants but also in diversity of people. Currently, the Vijayawada restaurant has a team of 30-35 employees who have been employed locally and centrally trained to manage operations. McDonald's® aims to generate more employment and provide training to local residents at par with international standards, create opportunities for first time job seekers while also adding to the strength of 7,000 individuals that are directly employed across business operations in West & South India.

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McDonald's® has always believed in serving good food with great taste, modern choices and fresh, quality ingredients which are locally sourced in India. McDonald's has understood the Indian market and keeping in line with its respect for local culture, India is the first country in the world where we do not offer beef or pork items. McDonald's has also re-engineered its operations to address 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.

Commenting on the launch, **Gerald Dias, Business Operations Director – South, Hardcastle Restaurants Pvt. Ltd. - McDonald's India (West & South)** *"We are proud to bring the McDonald's Experience to customers in Vijayawada and intend to expand our operations in the state of Andhra Pradesh in a sustainable manner. Eating out is a growing trend in the state and we see a lot of potential in this rapidly evolving business & trade hub of Vijayawada. We are confident that we can continue to drive growth in the southern region by bringing customers a truly unique good food, fast experience. We have arrived with a commitment to excite the taste buds of Andhrates and bring along the classic McDonald's® menu that is high on quality, great in taste and value for money."*

Located on the banks of river Krishna, Vijayawada is the second largest city in the state of Andhra Pradesh and boasts of a rich heritage in art & culture. Vijayawada today is growing as a vibrant and progressive city, with a significant contribution to the state of Andhra Pradesh. The willingness of the residents to try new things and the comfortable familiarity with those visiting, makes it an ideal location for McDonald's® to offer an unforgettable gastronomic experience and herald into a new level of dining convenience for the patrons of Golden Arches.

About the company:

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 242 (as of June 30, 2016) McDonald's restaurants across 32 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa and parts of Madhya Pradesh. The company provides direct employment to over 7,000 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. The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates.

HRPL has been recognized as the No. 1 Preferred Employer among the Retail companies in India in 2016 by Great Place to Work® Institute and Retailers Association of India (RAI).

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