



## McDonald's® opens its First Gold Standard Drive-Thru restaurant in Bharuch

### 26<sup>th</sup> Golden Arch added in the state of Gujarat

**Bharuch, December 8<sup>th</sup>, 2015:** Westlife Development Limited (BSE: 505533), owner of the Master Franchisee of McDonald's® restaurants in West & South India, will open its first restaurant in the industrial city of Bharuch on 9<sup>th</sup>, which will be its 26<sup>th</sup> restaurant in the state of Gujarat.

The opening of the Drive-Thru, McDonald's restaurant - the first drive-thru restaurant ever Bharuch - heralds an entirely new level of dining convenience for customers in the City. Strategically located on NH8, McDonald's® Gold Standard Drive-Thru standalone restaurant is easily accessible for commuters on the Mumbai – Ahmedabad highway and residents of Bharuch and Ankleshwar city to purchase a McDonald's meal on-the-go using the Drive-Thru service or enjoy the modern and contemporary experience while dining-in at the restaurant.

McDonald's 100-seat restaurant and spread over 2754 sq. ft in Bharuch reflects best-in-class design with a host of amenities and services unique to McDonald's restaurants. In addition to Drive-Thru service, customers will enjoy a multitude of offerings including delicious McDonald's food, free Wifi internet access, family-friendly amenities like a birthday party room, and parking facilities for 24 cars. The restaurant will be open for service between 7am to 9pm.

On the menu front, in addition to McDonald's India's iconic choices such as the McAloo Tikki and world-famous French fries, the first restaurant in Bharuch will offer a range of veg burgers like McSpicy Paneer, Big Spicy Paneer Wrap, Pizza McPuff, McAloo™ Wrap with Chipotle, apart from a range of non-vegetarian favourites like the Maharaja Mac, McSpicy Chicken, Chicken McGrill, McEgg, Chicken McNuggets and many more delicious sandwiches and snacks prepared at the restaurant using fresh and quality ingredients which are locally sourced in India.

McDonald's® in India has created customized menu options to suit the Indian palate. McDonald's® operations in India has segregated its vegetarian & non-vegetarian products through various stages of procurement, cooking and serving. India is the first country in the McDonald's® system which does not serve pork or beef items. The mayonnaise and the soft serves are also 100% vegetarian. The take-away counters offer the added convenience of helping customers wrap up their favourite meals in no time if they are on the run.



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Commenting on the launch, **Mr. Ranjith Paliath, Vice President, Business Operations, McDonald's® India (West & South)**, "We are delighted to add another golden arch to the map of Gujarat. *It is extremely encouraging to see the way McDonald's® has grown from strength to strength in Gujarat over the last decade.* Over the years, we have built a strong relationship with the state partnering with our suppliers to create the World Famous MacFries.

We want our restaurants to be places within the communities they serve where friends and families can enjoy a special McDonald's experience made memorable by fresh, great-tasting food, fast and friendly service, and a comfortable and welcoming environment. The opening of our first restaurant in Bharuch is just the beginning of a journey with our customers. We will work hard to continually stay relevant to our customers' needs and exceed their expectations. *We at McDonald's® India, are committed to the state and its industrious and fun loving people.*" **Mr. Paliath** added,"

The restaurant will comprise a team of over 40 employees serving customers and handling operations, with McDonald's® imparting international training to local residents in order to further employment opportunities in the region.

McDonald's® welcomes the people of Bharuch and people travelling through the highway to come and enjoy a gastronomic experience while they are on the go.

#### **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 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. 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



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restaurants where HRPL operates.

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