



McDonald's® brings the Golden Arches to the City of Spices

Opens its first restaurant in Kozhikode and 7th in Kerala

Kozhikode, April 12, 2016: Hardcastle Restaurants Private Limited (HRPL), a Master Franchisee for West & South India operations of McDonald's® restaurants and a subsidiary of the BSE listed Westlife Development Limited (BSE: 505533), announced the opening of its first restaurant in the historic spice trading city of Kozhikode.

Residents of Kozhikode can now relish the offerings of McDonald's® at Hilite mall, which is the largest shopping mall in Kozhikode and the second largest in Kerala. The mall, located at the Thondayad bypass junction on National Highway 66, offers a prime location due its access to commercial centers and several high-rise apartments. The new restaurant is spread over 1541 square feet in the mall's food court and reflects best-in-class design with a full range of amenities and services unique to McDonald's® restaurants around the world. It offers an exclusive seating area of up to 25 pax for McDonald's® customers, in addition to seating available in the food court. The mall offers ample parking space for private vehicles. The McDonald's® at Hilite mall will welcome customers daily between 11 am to 11 pm.

McDonald's has been one of the first western fast food brands that has introduced the delights of classic French fries and burger in India. The menu has been created using exotic spices that appeal to customers who prefer spicy food. Today a consumer in Kozhikode can indulge in an extensive non-vegetarian menu including Chicken Maharaja Mac, McSpicy Chicken, Chicken McGrill, Fillet-O-Fish, McEgg, Chicken & Egg Saucy wraps and Chicken McNuggets and a variety of vegetarian offerings such as Veg Maharaja Mac, McVeggie Burger, McSpicy Paneer, Big Spicy Paneer Wrap, Pizza McPuff, McAloo Saucy Wrap apart from. An extensive range of hot and cold beverage options are available to compliment the meals.

Commenting on McDonald's® launch, Gerald Dias, Director, McDonald's® India- Business Operations, South said, "After having a presence in cities such as Kochi, Thrissur and Palakkad, we are excited to expand our footprint in Kerala by entering in Kozhikode as the market holds huge potential for growth and we look forward to build our brand and our business responsibly by generating local employment opportunities and making a positive impact in the local community. It is extremely encouraging to see



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the way McDonald's® has grown in India from strength to strength in the last two decades. 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, fast and friendly service, and a comfortable and welcoming environment. The opening of our first restaurant in Kozhikode 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 industrious and fun loving people."

McDonald's® has been a pioneer in the QSR industry, offering wholesome, valuable and appetizing options to patrons. McDonald's believes in serving good food using fresh and quality ingredients which are locally sourced in India. Currently, in the Kerala region, McDonald's is locally sourcing patties and spices such as Piri-Piri. Additionally, McDonald's India follows special requirements of vegetarians by strictly segregating vegetarian and non-vegetarian cooking & serving areas in our restaurants. Keeping cultural sensitivities in mind, McDonald's India does not serve pork or beef items in India. In fact, most of the sauces including mayonnaise and even our Soft Serves™ are 100% vegetarian.

The restaurants in Kerala have a team of 160 employees who are locally hired and trained to manage operations across all our 7 restaurants. McDonald's® also aims to generate employment and provide international training to local residents, create opportunities for first time job seekers while also adding to the strength of 7,500 individuals that they have directly employ across business operations in West & South India.

Kozhikode is one of the fast growing city which has been gripped by the mall culture which makes it a high potential market. Kozhikode has a substantial number of people with high literacy rates, dual income and urbanization resulting in increased brand awareness and an appetite for Western Fast Food. Known for its unique culture and tradition, Kozhikode is amongst the country's best culinary destinations. Thus making it an ideal location for McDonald's to open up the golden arches for its patrons.



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Recently, a second McDonald's restaurant was launched in Trissur at Sobha City Mall. Kerala reflects an unprecedented growth in retail culture influencing tier II towns such as Trissur and Kozhikode. McDonald's® welcomes the people of Kozhikode to enjoy an unforgettable gastronomic experience with scrumptious food, a hallmark of McDonald's® restaurants.

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 223 (as of December 31, 2015) McDonald's restaurants across 29 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh 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 restaurants where HRPL operates.

For further information, please contact:

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