



*For immediate release*

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

*~ Establishes network of 24 restaurants in Gujarat ~*

**Nadiad, November 25<sup>th</sup>, 2014.** 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 launch of its first restaurant at Nadiad and 24<sup>th</sup> in the state of Gujarat.

McDonald's Gold Standard Drive-Thru restaurant is strategically located on the State highway that connects Kheda district to Baroda via Anand on the College Road near Aadhar retail, Nadiad to serve customers from the city as well as nearby localities. The restaurant is spread over an area of 3700 sq. ft. and can seat up to 138 guests also has a dedicated area for birthday party celebrations. The restaurant will welcome customers daily between 10 a.m. to 11.00 p.m. and offer convenient parking facility of over 20 car parks for those who opt to dine-in as against using the drive-thru.

Commenting on the launch, **Mr. Ranjit Paliath, Vice President – Business Operations, Hardcastle Restaurants Pvt. Ltd.** said, *“McDonald's® association with Gujarat goes back a long way. It is extremely encouraging to see the way McDonald's has grown from strength to strength in Gujarat over the last decade. Gujarat has always been imperative for our business, ever since we started working with the farmers of Deesa & Kheda districts in early 90's to cultivate the Shepody potato variety to be used for our 100% vegetarian MacFries. McDonald's® India joined hands with McCain Foods Pvt. Ltd to impart training on new agri-technology; enabling farmers to produce better quality and higher yields of potatoes. Besides working with famers and suppliers, we have a strong team of over 1000 employees in Gujarat to ensure smooth functioning of our restaurants and the launch of our new restaurant will*



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*generate additional employment opportunities for local youth.”*

*“Given Gujarat’s vibrant economy and socio-economic development, we plan to continue adding new restaurants across the state using formats like standalone restaurants; drive-thru’s and brand extensions such as McDelivery, McCafé® and Dessert Kiosks.”* **Mr. Paliath** added.

Since its inception, McDonald's® in India has created customized menu options to suit the Indian palate. McDonald's® re-engineered operations in India to address the special requirements of vegetarians and 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. Iconic products like our McAloo™ Tikki and McSpicy™ Paneer have become all-time favourites and are enjoyed widely across our restaurants. Various Indian spices are blended to ensure that customers travelling on the Nadiad highway can choose from, and enjoy, an extensive vegetarian menu including McVeggie™ Burger, Veg Masala Grill, Big Spicy Paneer Wrap, Pizza McPuff and our newly introduced McPaneer Royale and Saucy Aloo Wrap apart from our popular non-vegetarian menu on the go. Most of the sauces in India including mayonnaise and the popular range of Soft Serve™ are 100% vegetarian.

McDonald's® welcomes the people of Nadiad and people travelling through the highway to come and enjoy a gastronomic experience while they are on the go. We want our customers to relish the delicious, superior quality food, best in class service, convenience, affordable and wholesome food and beverages in a fresh and contemporary ambience.



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### About the company:

Hardcastle Restaurants Pvt. Ltd. (HRPL) is a subsidiary of BSE listed Westlife Development Limited (BSE: 505533), which focuses on putting up and operating Quick Service Restaurants (QSR) in India. 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 175 million customers, annually, at its 192 (as of Q2FY15) McDonald's restaurants in 20 cities across the states of Andhra Pradesh, 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, Web and Mobile ordering, Breakfasts and 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. More details are available on the website: [www.mcdonaldsindia.com](http://www.mcdonaldsindia.com)

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