



Press Release

For Immediate Publication

## Pop It!

### McDonald's Introduces Delectable Crispy Veggie Pops To Its Happy Price Menu™



**Mumbai, August 2013:** Hardcastle Restaurants Private Limited (HRPL), a Master Franchisee for west & south India operations of McDonald's Restaurants and a subsidiary of Westlife Development Limited, a company listed on the Bombay Stock Exchange (BSE : 505533), today announced the launch of its latest fresh and creative additions to its Happy Price Menu™ - Crispy Veggie Pops.

With an already extensive menu of more than 70 varieties of delectable burgers, wraps, finger foods, beverages and desserts, McDonald's this monsoon has added the crunchy twist to its menu with the Crispy Veggie Pops. Prepared with freshly chopped

spinach and potatoes and drizzled with aromatic Indian spices and herbs like mint and coriander leaves, these Veggie Pops are lightly breaded and fried to a golden brown.

Recommended with signature mint sauce in a convenient hand-held package designed for eating on-the-go, the freshly prepared Crispy Veggie Pops are part of McDonald's commitment to offering customers a variety of relevant tastes and new food choices. Customers can choose a portion of 6 Crispy Veggie Pops at Rs. 25 or 12 Crispy Veggie Pops at Rs. 45.

The Crispy Veggie Pops were tested on the menu in Hyderabad before appearing across the 166 restaurant locations in west and south India.

Commenting on this new introduction, Mr Rameet Arora, Senior Director, Marketing and Menu Management, Hardcastle Restaurants Pvt. Ltd, said, "We're so happy to continually add exciting new items to our menu. I am particularly pleased with the creativity and exciting flavour profiles of the new menu items. Once again, our culinary team has pushed the envelope to create innovative dishes that our guests have come to expect from McDonald's. Also, the packaging design was important for us as we wanted to ensure our customers can enjoy each bite; whether dining in our restaurants or on-the-go."

Customers can now enjoy the Crispy Veggie Pops at the nearest McDonald's restaurant or order them online at [www.mcdelivery.co.in](http://www.mcdelivery.co.in).



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### **About Hardcastle Restaurants – McDonald's India (west & south)**

McDonald's is the world's leading global foodservice retailer with more than 34,000 locations serving approximately 68 million customers in 118 countries, each day. Celebrating 16 years of leadership in food service retail in India, McDonald's today has a network of over 300 restaurants across the country, with its first restaurant launch way back in 1996.

In its markets, HRPL today serves approximately 165 million customers, annually, at 166 restaurants in the states of Andhra Pradesh, Gujarat, Karnataka, parts of Madhya Pradesh, Maharashtra, Tamil Nadu and Kerala. The company provides employment to over 6500 employees. The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates.

Prior to its launch, the company invested six years to develop its unique cold chain, which has brought about a veritable revolution in food handling, immensely benefiting the farmers at one end and enabling customers to get highest quality food products, absolutely fresh and at a great value.

In line with its respect for local culture, India is the first country in the world where McDonald's does not offer any 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.

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