



McDonald's® brings the Golden Arches to Kerala's Golden City

~ Opens its First Gold Standard Drive-Thru in Thrissur and 4th in Kerala ~

Thrissur, March 25, 2015: Westlife Development Limited (BSE: 505533), owner of the Master Franchisee of McDonald's® restaurants in South & West India, announced its entry into the cultural capital of Kerala by launching its first Gold Standard Drive-Thru (GSDT) at Thrissur – the 79th in South India. McDonald's will open its doors for customers on Sunday, 29 March, 2015; the new restaurant is strategically located close to NH 47 Nadathara, Thrissur.

The McDonald's® restaurant at Thrissur is well spread out across two levels, covering 2600 sq ft on the ground floor and 1900 sq ft on the first floor and can accommodate seating for up to 130 guests. The restaurant has a separate space for customers looking to hold private birthday party celebrations. The restaurant has ample parking space with 20 dedicated car parks exclusively for customers. Customers can now munch on their favourite McDonald's products daily between 10 a.m. to 11 p.m.

We, at McDonald's® are focused on ensuring that our customers receive high-quality, fresh food at great value. Customers can indulge in an assortment of burgers such as McAloo Tikki™, McVeggie™, McSpicy Paneer™ or opt for non-vegetarian options such as Filet-o-Fish, McChicken™, Chicken McGill and McSpicy Chicken™. They can also pick from an extensive range of appetizing grilled wraps such as the Big Spicy Paneer and Chicken wraps as well three new variants of Saucy Wraps. The take-away counter offers the added convenience of allowing customers to enjoy their favourite meals even on the go.

Commenting on McDonald's® launch, **Mr. Ranjit Paliath, Vice President, Business Operations, McDonald's® India (West & South)** said, *"We are excited to launch our first GSDT restaurant in Thrissur, a city synonymous as the cultural, commercial and business hub of Kerala which offers great opportunity to grow our brand. McDonald's® commitment is to deliver a convenient, modern and exciting dining out experience with quality food and drinks. McDonald's® has been a pioneer in the QSR industry by serving its customers for close to two decades and is proud to offer wholesome & delicious meal options. We ensure that customers who come to McDonald's® get quality fresh food at affordable prices. Our menu has been created using flavorful spices that appeal to Indian palates. Our stringent focus on quality extends all the way from the source up to the restaurants.*



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“Additionally, we meet the special requirements of vegetarians by strictly segregating vegetarian and non-vegetarian cooking & serving areas in our restaurants. Keeping cultural sensitivities in mind, we do not serve pork or beef items in India. In fact, most of our sauces including mayonnaise and even our Soft Serves™ are 100% vegetarian.

“Over the years, McDonald’s® has partnered with its suppliers to build a best-in-class supply chain in India. Currently, in the South, we are locally sourcing key ingredients such as buns, lettuce, patties, piri-piri spice, fish and poultry items. The Southern region holds tremendous potential for growth and we look forward to building our brand as well as strengthening our relationship with our customers, suppliers & employees in this region.”
Mr. Paliath added.

The drive-thru restaurant at Thrissur reflects best-in-class design and offers a range of amenities and services unique to McDonald’s® restaurants around the world, such as free Wi-Fi internet access, cashless service and ample parking for customers who opt to dine-in as against using the drive-thru. The restaurant will employ a team of 40-50 people who have been locally hired and trained to manage operations and provide world-class service to customers.

McDonald’s® graciously welcomes the people of Thrissur and invites them to enjoy the delectable food that is the hallmark of McDonald’s® restaurants across the world.

About the Company:

Hardcastle Restaurants Pvt Ltd (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 180 million customers, annually, at its 202 (as of December 31, 2014) McDonald’s restaurants across 24 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala and parts of Madhya Pradesh, and provides direct employment to over 8,000 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. 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.

McDonald’s® India (West & South)

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