



*Press Release*

## **McDonald's enters the state of Chhattisgarh with its first ever restaurant in Raipur**

*~ Expands its restaurant presence across 8 states in the West & South region ~*

**Raipur, December 22, 2015:** Westlife Development Limited (BSE: 505533), owner of the Master Franchisee of McDonald's® restaurants in West & South India, today inaugurated its first restaurant in **Raipur** embarking its entry into the state of Chhattisgarh. Joining Ronald McDonald in the celebration of the store opening in Raipur, were children from Karuna & Kalyan Welfare Society, who were given the opportunity to experience the great taste of McDonald's range of food items and be first patrons of the new restaurant.

Be it the delicious French fries, lip-smacking burgers or the adorable Happy Meal toys, **McDonald's** has had everyone loving it! And now, the world's leading food service retailer will open its doors to Raipurians for a gastronomic experience by indulging their taste buds with iconic products specially created for the Indian palate including the McAloo™ Tikki the Paneer Wrap, the McVeggie™ Meal besides the popular McSpicy™ range burgers and the world famous MacFries.

The newly opened store was launched in one of the famous malls in Raipur, Magneto-The Mall which is strategically located on National Highway 6, the famous Great Eastern Road well within reachable distance from the zero point of Raipur. Spread over 2753 sq. ft, the restaurant on ground floor can seat 120 customers and offers best-in-class design with a host of amenities and services unique to McDonald's restaurants. Customers can enjoy a multitude of offerings including delicious McDonald's food, free Wifi internet access, family-friendly amenities like a birthday party room, and ample of mall parking facility for private vehicles. The restaurant will be open for service between 11am to 11pm.

McDonald's® since inception has developed a special menu to suit Indian tastes, preferences and sensibilities with separate areas for vegetarian and non-vegetarian cooking. McDonald's® India has also re-engineered its operations to suit 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. Various Indian spices are blended to ensure that customers visiting our restaurant in Raipur can choose from, and enjoy, an extensive vegetarian menu including McVeggie™ Burger, McSpicy™ Paneer, Big Spicy Paneer Wrap, Pizza McPuff, McAloo Saucy Wrap apart from a range of non-vegetarian favourites like the Maharaja Mac, McSpicy Chicken, Chicken McGrill, Fillet-O-Fish, McEgg, Chicken & Egg Saucy wraps, Chicken McNuggets and many more delicious sandwiches and snacks prepared at the restaurant using fresh and quality ingredients which are locally sourced in India.

Commenting on the launch, **Mr. Ranjith Paliath, Vice President, Business Operations, McDonald's® India (West & South)**, *"We are delighted to add golden arches to the map of Chhattisgarh. Raipur, 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*



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*extremely encouraging to see 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 Raipur 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.” Mr. Paliath added.*

The restaurants will have a team of 60-65 employees who are locally hired and trained to manage operations in the initial phase. Further, McDonald's® also aims to generate employment and provide international training to local residents, creating 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.

Raipur is one of the most promising cities and is fast becoming an important regional commercial and industrial destination. It is one of the most attractive markets that brand are looking at entering and increasing foothold. With the launch of this restaurant McDonald's is further looking at increasing the traction in Chhattisgarh and making the brand available to its patrons across the state.

#### **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 221 (YTD as of December 22, 2015) McDonald's® restaurants across 29 cities in the states of Chhattisgarh, 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.

The pillars of the McDonald's® system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates.

#### **For any further information kindly contact:**

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