



Press Release

McDonald's® opens its first Gold Standard Drive-Thru restaurant at Mehsana

Expands footprint in Gujarat by adding its 23rd restaurant

Mehsana, June 13, 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), today announced the launch of its first restaurant in Mehsana.

Mehsana is one of Gujarat's most prosperous and busy industrial areas with a rich cultural history. McDonald's® Family Restaurant, the world's leading food service retailer will begin welcoming customers to its new restaurant on the Mehsana highway and will have on offer McDonald's iconic menu items specially created for the Indian palate including the popular McAloo™ Tikki, McSpicy™ Paneer, besides our world famous French Fries and the newest addition in our menu McPaneer Royale.

Through this launch, McDonald's® adds on to its network of 22 restaurants in Gujarat. Our newest drive thru restaurant at Mehsana, a town near Gandhinagar will mark our entry into North Gujarat. Mehsana is an important town on this highway and our restaurant is strategically located on NH8 which connects Delhi to Mumbai.

Spread over an area of 17,000 sq. ft, the new restaurant comprises 2 floors each with an area of over 2600 sq. ft. Both the ground floor and first floor will seat over 100 people. The restaurant also has 20 dedicated car parks. The restaurant will be operational 9am – 11pm.

Commenting on the opening of the restaurant, **Mr. Ranjit Paliath, Vice President - Business Operations, Hardcastle Restaurants Pvt. Ltd.** said, *"McDonald's® has grown from strength to strength in Gujarat in last 10 years. We started working with the farmers of Mehsana in Gujarat over 18 years ago, to cultivate the Shepody potato variety to be used for our 100% vegetarian fries. 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. We believe in empowering farmers with latest farming know-how and equipment. We have been able to raise the standard of living of the potato farmers of Mehsana by directly working with them".*



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Mr. Paliath, further added, *“National Highways which account for only around 2% of the country’s total road length, bear around 40% of the total road traffic. In fact, over the years, road travel between cities in India has increased significantly. Keeping this in mind we have launched our drive thru restaurant on Mehsana highway. It is our endeavour to strengthen the ties further with the state of Gujarat. We, at McDonald’s® India, are committed to the state and its industrious fun loving people.”*

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. In fact, vegetable products are kept separate throughout the various stages of procurement, cooking and serving. Even the mayonnaise and soft serves are 100% vegetarian. Additionally, various Indian spices are flavourfully blended to ensure that customers travelling on the Mehsana highway can choose from, and enjoy, an extensive vegetarian menu apart from our popular non-vegetarian menu on the go.

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

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 165 million customers, annually, at McDonald's restaurants in 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 184 restaurants as of March 31, 2014 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 facilities. 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



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