



## McDonald's turns into #NotSoSecretSanta to spread Christmas cheer

**Mumbai, 20 December 2019:** This holiday season is going to be extra merry. As the country gets immersed in happy Christmas vibes, McDonald's India (West and South) is turning into your #NotSoSecretSanta. The brand is giving you an opportunity to spread Christmas cheer in a fun and unique way.

How you ask? Well it's super easy. All you have to do is log onto the social media, tag the friend who you think needs some Christmas loving and tag McDonald's with #NotSoSecretSanta! And then lo and behold! Your 'Not So Secret Santa' McDonald's will make sure that the friend gets a bag full of goodies and some delicious McDonald's food and instantly feels merrier!



Commenting on the campaign, **Arvind R.P., Director Marketing and Communications, Hardcastle Restaurants Pvt. Ltd.** said, "McDonald's is synonymous with happiness! This holiday season we wanted to give consumers another reason to smile and feel special. #NotSoSecretSanta is our attempt to add to the joy of Christmas festivities and give customers another reason to say i'm lovin' it."

McDonald's restaurants (West and South) India operated by Westlife Development Ltd. (WDL), through its wholly owned subsidiary

**\*T&C Apply\***



**About Westlife Development:**

*Westlife Development Limited (BSE: 505533) (WDL) focuses on setting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL). The Company operates a chain of McDonald's restaurants in West and South India, having a master franchisee relationship with McDonald's Corporation USA, through the latter's Indian subsidiary. Marquee investors such as Arisaig India Fund Ltd, SBI Mutual Fund, Bay Capital Investments and Treeline Investment Management, among others are stakeholders in WDL.*

**About Hardcastle Restaurants:**

*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 the region since its inception in 1996. HRPL serves over 200 million customers, annually, at its 304 (as of September 30, 2019) McDonald's restaurants across 42 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa and parts of Madhya Pradesh, and provides direct employment to over 10000 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive- thru's, 24/7, McDelivery and dessert kiosks. The menu features Burgers, Finger Foods, Wraps, Rice, Salads and Hot and Cold Beverages besides a wide range of desserts. Several of the McDonald's Restaurants feature an in-house McCafé.*

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

**For any further queries, contact:**

HRPL  
Shraddha Yawalkar  
[shraddha.yawalkar@mcdonaldsindia.com](mailto:shraddha.yawalkar@mcdonaldsindia.com)  
9920552245

Avian We  
Sumi Jain  
[sumi@avianwe.com](mailto:sumi@avianwe.com)  
9987658995