



#ServingTheNationWithExtraCare - McDonald's India partners with Smiley Souls Foundation to deliver safe and hygienic food to the needy

Mumbai, April 1, 2020: While most of us are quarantined in the safety of our homes, there are people who are struggling every day to make ends meet. We are talking about daily wage earners who have taken the worst hit from this global pandemic. McDonald's India (West and South), in association with Smiley Souls Foundation, set out to help these daily wage earners across Mumbai by offering them and their families safe and hygienic food. The company distributed more than 200 meals across three slums in Mumbai. While doing so, they ensured that social distancing and proper sanitization practices were followed strictly.



In the coming days, the brand is looking to scale this initiative across cities such as Pune, Bangalore, Hyderabad and Ahmedabad.

McDonald's restaurants in West and South India are operated by Westlife Development Ltd. (WDL), through its wholly owned subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL).



About Westlife Development:

Westlife Development Limited (BSE: 505533) (WDL) focuses on putting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. 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, Tree Line Asia Master Fund (Singapore) and Ward Ferry Fund, among others are stakeholders in WDL.

About Hardcastle Restaurants:

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 200 million customers, annually, at its 315 (as of December 31, 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 10,000 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 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 where HRPL operates.

For any further queries, contact:

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