



McDonald's gift wrapped hoarding promises a sweet Christmas surprise

Mumbai, 23 December 2019: A little birdie tells us that there is something special brewing at McDonald's this Christmas! We are sure that all of us who have spotted the gift-wrapped hoarding near the SV Road junction in Jogeshwari West are intrigued. What is it about? When will it be unveiled? How is it going to look? Is there something new coming up?

Well! All we can promise is a sweet Christmas surprise. Keep waiting, keep looking. And as they say, you better watch out, you better not shout, Santa Claus is coming to town.

Last Friday, McDonald's launched a campaign to spread Christmas cheer through its #NotSoSecretSanta campaign. To keep the Christmas spirit live, McDonald's is sending people who need some Christmas-loving a bag full of goodies and some delicious McDonald's food. All one needs to do is tag a friend who you want to send some Christmas love along with McDonald's India with #NotSoSecretSanta.

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 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

9920552245

Avian We

Sumi Jain

sumi@avianwe.com

9987658995

