



#PartnersinQuarantine: McDonald's is Serving a Dose of Happiness to its Customers by Bringing Back its Much-Loved Instagram Version of Antakshari - 'Instakshari'

Mumbai, 27th March 2020: Are you already bored of the lockdown? McDonald's India has the perfect Friday evening plan for you and your family. The brand that believes in delivering happiness in different ways is now sharing it through its Instagram page.

McDonald's India is bringing back its already successful Instagram version of the popular game Antakshari for its followers called **Instakshari 2.0**. The game goes live on their official Instagram handle at **7 pm today, 27th March**. The game is simple and lots of fun! All you have to do is...

1. Go to **@mcdonalds_india** page on Instagram at 7 pm sharp, today, 27th March
2. Listen to each song that is played on the creative
3. Share which movie the song is from in the comments section

Instakshari is one of the many engaging activities that the brand has been doing on its social media platforms. From helping customers, chart out a 'Quarantine Schedule' to helping them have some virtual fun with their friends, McDonald's India is doing it all! So, while you may not be able to get your favourite food from McDonald's but you sure will get your dose of entertainment from its social media platforms.

Follow **@mcdonalds_india** on Instagram and watch out this space for these posts!

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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