

## McDonald's India engages Twitterati, automobile brands with fun car riddles on the National Drive Thru day

**Mumbai, 25<sup>th</sup> July 2020:** Riddles have never failed to keep us engaged. To celebrate **National Drive Thru Day** this year, McDonald's India West and South hosted a fun Car Riddle Quiz on Twitter to engage its customers. The QSR brand, in a series of tweets put out interesting riddles and asked consumers to guess the automobile brand they were talking about. The drive-thru quiz got some great traction not only from consumers but also automobile brands such as Maruti Suzuki, Volkswagen, Mercedes Benz and Tata Motors and reached close to 1.5 million Twitter users.



Drive-thrus definitely are the flavor of the season offering customers a safe and convenient way of getting their favourite food. McDonald's India (West and South) has over 60 drive-thrus across markets. Earlier this week, the brand also launched a unique on-the-go service on its McDelivery app. This service enables customers to pre-order food through the McDelivery app and collect it from the comfort and safety of their own vehicle, from a pre-designated spot. With this, the leading QSR brand has virtually converted all its restaurants into drive-thru stores, at minimal cost.

### Here are some riddles for you to take a stab at:

- 1) Someone just ordered our largest order of the day at our Drive-thru. Judging by the order and their car, guess they're having a party for one or a 'carnival'. Guess the car to get the #DriveThruCodes
- 2) To this car in picking up McFlurries, we don't ever say bye, goodbye or see you later we only say cyaaaaas. Guess the car and win the #DriveThruCodes



**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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