



'Namaskaram Kochi'

McDonald's launches its first restaurant in 'God's Own Country', Kerala 64th restaurant in South India

Kerala, March 14, 2013: Hardcastle Restaurants Private Limited (HRPL), a Master Franchisee for west & south India operations of McDonald's Restaurants and a subsidiary of Westlife Development Limited, a company listed on the Bombay Stock Exchange (BSE : 505533), announced the launch of its first restaurant in the vivacious city of Kochi, marking its entry into the state of Kerala.

Situated at the Lulu Mall, Eddapally Junction, McDonald's opened its doors to the people of Kochi who can now indulge their taste buds with iconic products specially created for the Indian palate including the Maharaja Mac, McAloo Tikki and international favourites like the Chicken Nuggets and McFries.

McDonald's new restaurant has a uniquely designed dining area that covers 2310 sq.ft and seats 207 guests. As with all McDonald's restaurants across India, the restaurant in Kochi has separate vegetarian and non-vegetarian preparation areas in the kitchen. For those on the run, the take-away counter offers to wrap up favourite meals in no time at all.

Commenting on the opening of this new restaurant, Mr. Amit Jatia, Vice Chairman, Hardcastle Restaurants Pvt .Ltd that operates and manages all McDonald's restaurants in West & South India said, "Our restaurant at Kochi is the 1st McDonald's restaurant in Kerala. We are confident that this is the beginning of a long and prolific relationship with the people of Kerala. With the launch of the new restaurant in Kochi, McDonald's reaffirms its promise to expand and grow in South India. This is the 64th restaurant in South India subsequent to the brand having established a strong presence across the states of Karnataka, Andhra Pradesh and Tamil Nadu".

He continues, "Known for its hospitality, spices, cuisines, and multi-cultural lifestyle, Kochi is amongst the country's most scenic tourist destinations. Being the capital city of Kerala, Kochi, is an important market for McDonald's and its entry into this market underlines McDonald's robust plans for South India".

Kochi has been of prime importance in our growth plans. Besides sourcing our iconic Filet-O-Fish™ from Kochi based Innovative Foods Limited, the customer's favourite, Piri-Piri spice is also sourced from our suppliers in Kochi. We are extremely keen on extending the 'I'm lovin it' experience to the warm and hospitable people of Kerala".



T : +91-22-4913 5000
F : +91-22-4913 5001

W : www.mcdonaldsindia.com
www.westlife.co.in

Hardcastle Restaurants Pvt. Ltd.
1001-1002, Tower-3, 10th Floor
Indiabulls Finance Centre
Senapati Bapat Marg
Elphinstone Road
Mumbai - 400 013



McDonald's since inception has developed a special menu to suit Indian tastes, preferences and sensibilities with separate enclosures for vegetarian and non-vegetarian cooking. Global favourites such as the McChicken, Chicken McNuggets, French fries and Filet-O-Fish that exist on the international menu at McDonald's are also part of the menu here. Other global products like McSpicy Chicken & McFlurry have also been introduced recently. This year McDonald's has launched the McValue Lunch menu option wherein customers can get a meal between 12noon – 3pm for Rs 55 only. In addition, McDonald's has blended various Indian spices to prepare an extensive vegetarian menu like McVeggie™ Burger, Paneer Wrap™ McAloo Tikki Burger, and Pizza McPuff to choose from. This August, McDonald's launched its all new product – the McEgg burger, as part of the Happy Price Menu for Rs. 25/- only. With this tasty, healthy, nutritious and wholesome one of its kind, steamed, McEgg burger, McDonald's will extend its value promise to the customer.

McDonald's greets the people of Kochi to come and enjoy a gastronomic experience that the brand brings with its delicious, affordable and wholesome food in a fresh and contemporary ambience giving more customers more reasons to visit their favourite McDonald's more often.

Brief Background on McDonald's:

McDonald's is the world's leading global foodservice retailer with more than 33,000 locations serving approximately 67.8 million customers in 119 countries each day. Hardcastle Restaurants Pvt Ltd (HRPL) is a McDonald's Master franchisee with rights to own & 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.

Celebrating 16 years of leadership in food service retail in India, McDonald's today has a network of over 300 restaurants across the country, with its first restaurant launch way back in 1996. HRPL today serves approximately 165 million customers, annually, across 155 restaurants in the states of Andhra Pradesh, Gujarat, Karnataka, parts of Madhya Pradesh, Maharashtra and Tamil Nadu, and provides employment for more than 7,000 employees.

Prior to its launch, the company invested six years to develop its unique cold chain, which has brought about a veritable revolution in food handling, immensely benefiting the farmers at one end and enabling customers to get the highest quality food products, absolutely fresh and at a great value.



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In line with its respect for local culture, India is the first country in the world where McDonald's does not offer any beef or pork items. McDonald's has also re-engineered its operations to address the special requirements of vegetarians. Vegetable products are kept separate throughout the various stages of procurement, cooking and serving. The mayonnaise and the soft serves are also 100% vegetarian.

For further information contact:

Danielle Gracias / Ashmita Kotian
danielle@torquemail.com, ashmita@torquemail.com
Mobile: 9819180717 / 9819844855
Desk: 022 40227511
Torque Communications Pvt. Ltd.



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