

**WESTLIFE DEVELOPMENT LTD CONSOLIDATED
REVENUE GROWS 25% TO ₹ 6843 MILLION
RIDING GROWTH ON RESTAURANT EXPANSION AND POSITIVE COMPARABLE SALES**

Mumbai, May 15, 2013: Westlife Development Limited (WDL), a company listed on the Bombay Stock Exchange (BSE: 505533), today announced its audited financial results for the fiscal ending March 31, 2013. WDL recorded a rise in consolidated revenues to ₹ 6843mn, riding on a strong revenue growth of 25% of its subsidiary, Hardcastle Restaurants Pvt. Ltd. (HRPL), a Master Franchisee for west & south India operations of McDonald's Restaurants.

CONSOLIDATED FY13 HIGHLIGHTS:

- **Total Sales increased by 25% year-on-year to ₹ 6843mn**
- **EBIDTA stood at ₹ 653mn;**
- **Cash Profit stood at ₹ 653mn;**
- **Profit After Tax stood at ₹ 333mn;**
- **Opened 32 new restaurants; highest openings over the previous years**

Note: 1. Figures have been rounded off, throughout this release, for the purpose of reporting.

Commenting on the financial results, Mr. Amit Jatia, Vice-Chairman of Westlife Development Limited said, *"We have continued to deliver strong growth in a challenging market situation on the back of new restaurant openings and a positive comparable sales growth. Strong revenues were driven by system wide comparable sales growth of 6.2%, year-on-year against a backdrop of difficult consumer sentiment in the marketplace."*

"We opened 32 new restaurants taking the total restaurant footprint to 161 as on March 31, 2013. With a portfolio approach, we continue to build long term competitive advantage through focus on quality of Real Estate. Our efforts in the future will be to have larger restaurants that can accommodate future brand extensions and offer opportunities for growth, increase same store revenues while providing a wider choice to our customers."

"During the year; we continued to advance our value strategy by sustaining the Happy Price Menu, leveraging our meal platform with the introduction of McValue™ lunch, and by growing the menu offerings with the launch of the McEgg™ burger. Additions to premium desserts like

Chota McFlurry™ and launch of the breakfast menu in newer markets like Gujarat gave us continued momentum. Furthermore, in order to engage with families, we celebrated the 'Spicy Food event', with a limited time offer."

"That said the company's margins were impacted on account of higher commodity and utility costs in FY13. The company continued to strengthen its supply chain to address such issues by expanding the farm acreage and increase productivity in the supply chain and at the restaurants. Suppliers have expanded capacity with additional facilities in south and north India, moving closer to our raw material in each case and providing us tremendous benefits. These initiatives will help us manage our commodity costs better in the coming years."

"The company invested ₹ 1569mn towards capital expenditure and related long term expenditure which was largely funded through internal cash accruals and cash reserves. The company continues to maintain low debt levels."

Looking ahead, "FY14 will be a critical year from an overall corporate perspective with the expected completion of our scheme of amalgamation. This fiscal the company will continue to advance its efforts on becoming our customers' favourite place and way to eat and drink by leveraging the strength of our menu variety, unsurpassed value and convenience, and by emphasizing outstanding customer service."

"We will continue to invest in the growth of our business, aggressively increase our retail footprint, fortify our presence in the existing markets and enter newer markets. The company will remain focused on driving performance by offering unique value platforms, accelerating growth at breakfast, and broadening accessibility through service and convenience initiatives and new restaurant development."

"We have an outstanding brand and an aligned system that makes us uniquely well-positioned to benefit from the available growth opportunities. We are committed to further strengthening our business and increasing our market share by building upon the solid foundation that we already have. We are confident that we have the right plans in place to differentiate the McDonald's experience and strengthen our business momentum for the long term."

HRPL STANDALONE RESULTS FOR FINANCIAL YEAR 2012-13 ENDING MARCH 31, 2013

Hardcastle Restaurants Pvt Ltd (HRPL) reported 25% growth in revenues to ₹6810mn in the 2012-13 fiscal as against ₹5445mn in the previous year. Cash profits stood at ₹628mn while EBIDTA stood at ₹627mn as against ₹672mn, a decline of 7%.

In the last quarter, HRPL launched operations in Kerala (Kochi), expanding its footprint to 7 states, including Andhra Pradesh, Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Tamil Nadu and Kerala.

WDL STANDALONE RESULTS FOR FINANCIAL YEAR 2012-13 ENDING MARCH 31, 2013

Westlife Development Limited closed the financial year ending March 31, 2013, with revenue of ₹24mn as against ₹17mn in the previous fiscal. The company made a profit before depreciation, amortization and exceptional items and tax of ₹24mn as against ₹4mn in the previous fiscal.

During the year, WDL has initiated a scheme of arrangement for consolidation of some of its group companies. As a result of the proposed consolidation, HRPL will become a direct subsidiary of WDL.

~ENDS~

NOTE TO THE EDITORS: *Westlife Development Limited and Hardcastle Restaurants follow an April-March fiscal year. The results reported are for the Full Fiscal April 1, 2012 to March 31, 2013.*

THE FOLLOWING DEFINITIONS APPLY TO THESE TERMS AS USED THROUGHOUT THIS RELEASE:

Comparable sales represent sales at all restaurants operated by the Company, in operation at least thirteen months including those temporarily closed. Some of the reasons restaurants may be temporarily closed include reimagining or remodeling, rebuilding, road construction and natural disasters. Comparable sales are driven by changes in guest counts and average check, which is affected by changes in pricing and product mix. Management reviews the increase or decrease in comparable sales and comparable guest counts compared with the same period in the prior year to assess business trends. The number of weekdays and weekend days, referred to as the calendar shift/trading day adjustment, can impact comparable sales. In addition, the timing of holidays also can impact comparable sales.

About Westlife Development:

Westlife Development Limited was set up by the eminent Mumbai- based B.L. Jatia family. The company is listed on the Bombay Stock Exchange (BSE : 505533). Westlife Development Limited has widespread interests in trading, hospitality and the quick service restaurant industry. The company is headquartered in Mumbai, Maharashtra.

About Hardcastle Restaurants:

Hardcastle Restaurants Pvt Ltd (HRPL) is a McDonald's 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. HRPL is guided by a leadership vision and a set of core values that ensure its operations are conducted in a socially and environmentally responsible manner. The Company is firmly committed to its People and the community in which it operates, and actively models its good corporate citizenship through initiatives focused on Sustainability, Nutrition, Wellbeing and Respect for Local Culture.

The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates.

Celebrating over 16 years of leadership in food service retail in India, HRPL today serves approximately 165 million customers, annually, at 161 restaurants in the states of Andhra Pradesh, Gujarat, Karnataka, parts of Madhya Pradesh, Maharashtra, Tamil Nadu and Kerala, and provides employment for close to 6500 employees.



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