

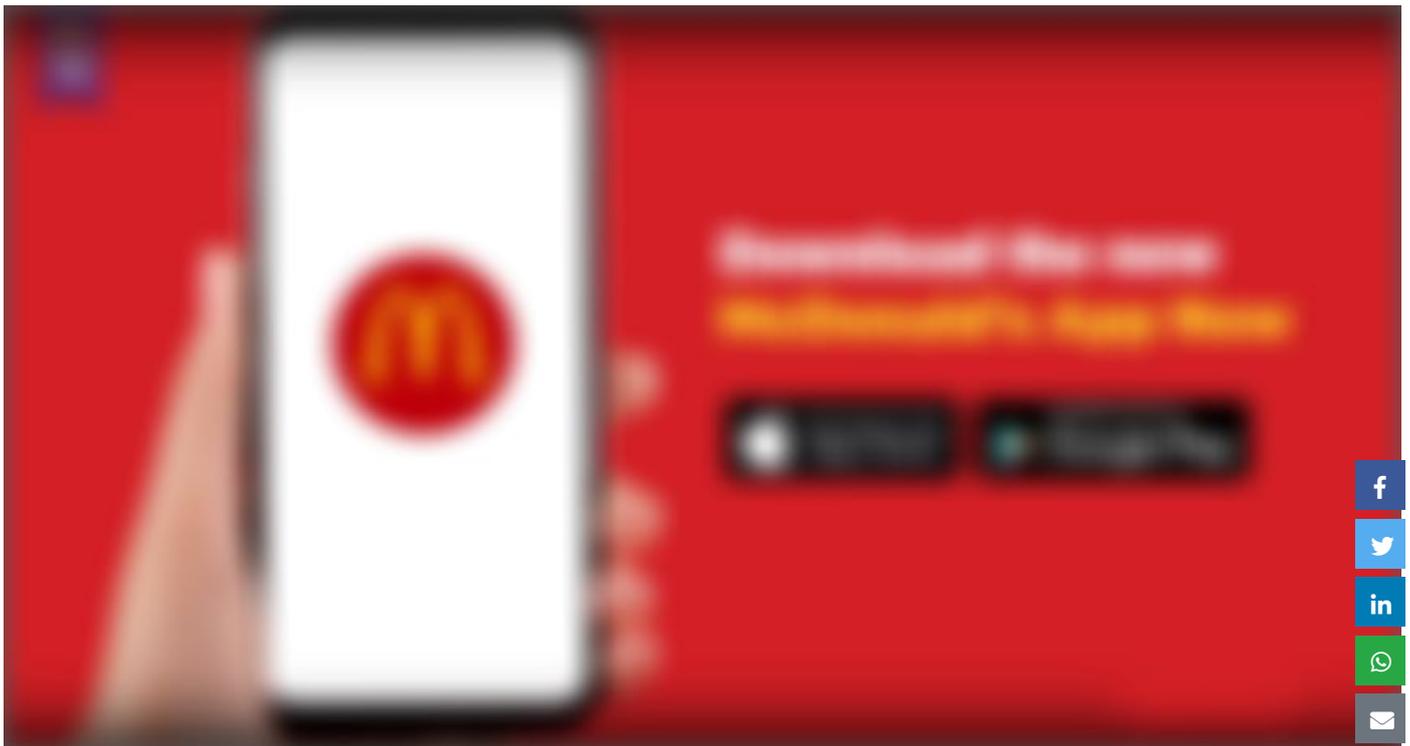
## McDonald's #10yearchallenge offers 10 year old menu prices on its new app

*The app that was launched earlier this month gives a host of exciting, customised offers every day, that can be easily redeemed at any McDonald's restaurant across India*



by [exchange4media Staff](#)

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If the endless social media posts on #10yearchallenge made you miss the good old days, McDonald's is set to aggravate your nostalgia even more. Taking the #10yearchallenge, McDonald's has slashed its menu prices to what they were 10 years back, for 10 days starting January 23, exclusively on its recently launched 'McDonald's' app.

McDonald's lovers can now grab their house favourites at 2009 prices, by simply showing the offer within the app to the counter crew while placing the order, at any McDonald's restaurant across West and South India.

Hardcastle Restaurants Pvt. Ltd., the master franchisee of McDonald's in West and South India launched the unique new app 'McDonald's' earlier this month. The app gives a host of exciting offers on scrumptious burgers, exotic McCafe beverages and appetising sides every single day, making your visit to McDonald's even more enjoyable. What's unique about this app is that all offers are customised to each customer's preferences, giving them value based on their preferences.

This new app is essentially a one-stop shop for all McDonald's lovers. In addition to availing of attractive customised offers that can be redeemed at the restaurant, customers can also share their feedback and find their nearest McDonald's restaurant on this app. In short, it's as comprehensive, quick and efficient as it gets.

Speaking on this unique initiative, Akshay Jatia, General Manager – Brand Extensions Hardcastle Restaurants Pvt. Ltd. said, "As the 10 year challenge gained momentum, we at McDonald's wanted to do something beyond just posting a

picture or putting a post out on the social media. Over years, we have delivered unparalleled value to our customers. Through our own 10 year challenge, we wanted to provide our customers a unique value proposition and reinforce that while we have evolved over the last 10 years, we have not changed - we still continue to deliver unparalleled value.”

Speaking further on the 'McDonald's' app launch, he added, “We are committed to enhancing our digital capabilities and leveraging technology to deliver enhanced value and convenience to our customers. The new McDonald’s app, that lets our customers avail of a slew of attractive in-store offers at their fingertips, is a step in this direction.”

McDonald’s app is available on both iOS and Android platforms. Just search for 'McDonald’s' on Play Store or iOS store and hit 'download'! After downloading the app, select your country and preferred language. You are now all set to explore and redeem attractive offers.

For more updates, be socially connected with us on [WhatsApp](#), [Instagram](#), [LinkedIn](#), [Twitter](#), [Facebook](#) & [Youtube](#)

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