

## ***The McDonald's Good Food Story***

***20<sup>th</sup> April, 2018:*** A video that has been doing the rounds of social media about the McDonald's food does not have its facts right. The information in the video is incorrect and out of context. The video seems to inaccurately compare incomparable serve sizes.

*We at Hardcastle Restaurants Pvt Ltd take great pride in the food we serve. In fact, over the last few years we have also taken steps to make our food more nutritious and wholesome. We have reduced oil content in our mayonnaise by upto 40%, reduced sodium in our patties, fries and nuggets by upto 20% which positively impacts the vast part of our menu. Our food is trans-fat-free. Our soft serve is made of 100% milk and is 96% fat-free. Our most popular menu item, the McAloo Tikki Burger, is a balanced meal from the viewpoint of the guidelines for energy sources issued by the National Institute of Nutrition. Our wraps are multi-grain. We have rice products on trial in some of our markets. We have over 20 dairy and fruit-based drinks on our menu. Our food is wholesome, hygienic and nutritious, is compliant with applicable food law and can safely form part of the regular diet of our customers. The menu served in India is unique and developed specifically for the Indian market.*

*Please find attached a link on how we have re-engineered our food to make it more nutritious and wholesome.*

*: [The Good Food Story- Youtube Video](#)*

### **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 271 (as of December 31, 2017) McDonald's restaurants across 37 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 8,000 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:

**HRPL**

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