



HRPL announces the launch of its 300th restaurant Sustainability & technology to define the next wave of growth for the Company

The Company will leverage technology to scale in a way that's good for the people, the community and the planet

Mumbai, 27 June 2019: McDonald's, the brand that introduced India to burgers, today announced the launch of its 300th restaurant in West and South India, at Churchgate, an iconic landmark in Mumbai. Hardcastle Restaurants Pvt. Ltd. (HRPL), the master franchisee of McDonald's in the region, commemorated this milestone by reinforcing its commitment to grow the business sustainably - in a way that's good for the people, the community and the planet.

HRPL has always ensured sustainability across its business - including things that the customers can see and those that they cannot. Over the last few years, HRPL has leveraged cutting-edge technology to consciously minimize its landfill, moderate its energy consumption, cut its carbon footprint and create eco-friendly processes to run restaurants. The Company has deployed an Energy Management System to minimize energy wastage, by monitoring in-store resource consumption across all restaurants. Last year, the Company also started converting used cooking oil from its restaurants to 100% bio-diesel to fuel its delivery trucks, saving diesel, a scarce and expensive national resource.

As a result of these initiatives, the Company has managed to conserve 28 lakh units of electricity, 300,000 litres of water, 550,000 litres of diesel and 2,400 gas cylinders, cutting its overall carbon footprint by a whopping 4,300 tonnes. Going forward, the Company is committed to leverage technology to accelerate its sustainability efforts to create a bigger environmental impact.

Commenting on this, Smita Jatia, Managing Director, Hardcastle Restaurants Pvt. Ltd., said, "Businesses can thrive only when they create a symbiotic ecosystem that is conducive to long-term sustainable growth. We have always created benchmarks for the QSR industry by taking a lead in innovation and best practices. We believe that with a footprint of 300 stores, we are in a very strong position to take bold steps and make a significant difference to society at large."

Sustainability has always been an integral part of the business at HRPL. Since its inception, the Company along with its partners invested over Rs. 1,000 crores to ensure best-in-class agricultural practices and a sustainable supply chain. Today, 95% of the ingredients used at HRPL are sourced locally and sustainably. The product packaging is also created with paper that is Forest Stewardship Council (FSC) certified, that ensures that it is sourced from a forest and supply chain that is managed responsibly. The Company has also introduced bio-degradable cutlery across all restaurants, eliminating any customer-facing single-use plastic.

HRPL has also leveraged technology to transform the customer experience by launching the new 'Experience of The Future' or 'EOTF' restaurants. The new restaurants with Self Ordering Kiosks, table trackers and air chargers elevate the dining experience significantly. Keeping with the evolving needs of the customers, the Company also re-engineered its menu to make it more nutritious and wholesome.



With an objective of offering an indigenous, nutritious and wholesome menu/local taste in an international format, McDonald's has constantly reinvented itself to remain relevant to its customers. Path-breaking menu innovations, technology advancements, robust supply chain and sustainability initiatives, along with strategic bold moves have helped McDonald's create various trends in the QSR industry thus maintaining its leadership position.

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 franchise 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 296 (as of March 31, 2019) McDonald's restaurants across 40 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 9,000 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
Shraddha Yawalkar
shraddha.yawalkar@mcdonaldsindia.com
9920552245

Avian We
Sumi Jain
sumi@avianwe.com
9987658995