

## #ImKiddinit - This Children's Day McDonald's is re-imagining its world through a child's lens with doodle mats, kiddie menu boards, toys and amazing offers

*The activation goes live from November 12<sup>th</sup> – 24<sup>th</sup> across all McDonald's restaurants in West and South India*

**Mumbai, 08 November 2019:** Cute toys, doodle mats, kiddie menu boards and amazing offers – this Children's Day, McDonald's (West and South) is giving you all that you need to make your little one's day special. From November 12<sup>th</sup> – November 24<sup>th</sup>, you and your children can have delectable food, drinks, desserts, and a ball of a time as McDonald's re-imagines its world through child's lens.



McDonald's restaurants in West and South India are operated by Westlife Development Ltd. (WDL), through its wholly owned subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL).

So what is it that the brand is doing?

Well, to begin with it you can have 'The Fun Family Meal' that will give you your favourite burgers, fries, desserts and toys at a price you will love.

Fun Family Meal Veg Offer - INR 399
<ul style="list-style-type: none"> <li>2 McVeggie Burgers</li> <li>2 Regular Cokes</li> <li>1 Regular Fries</li> <li>1 Regular Wedges</li> <li>1 Aloo Tikki Happy Meal with Coke</li> <li>1 McFlurry</li> <li>1 Extra Toy</li> </ul>

Fun Family Meal Non-Veg Offer - INR 449
<ul style="list-style-type: none"> <li>2 McChicken Burgers</li> <li>2 Regular Cokes</li> <li>1 Regular Fries</li> <li>1 Regular Wedges</li> <li>1 4Pc Nuggets with Coke</li> <li>1 McFlurry</li> <li>1 Extra Toy</li> </ul>

Not just this, the restaurants themselves are getting a kiddie makeover as the menu boards will be changed to display doodle sketches (like children's drawings). Additionally, to stoke the artist in your child, the tray mats will have a doodle that they can play around with using burgers, fries and ketchup.

Sharing his views on the upcoming Children's month activations, **Arvind RP, Director - Marketing and Communication, Hardcastle Restaurants Pvt. Ltd.**, said "McDonald's has always been a family destination with children at the very core. With this activation, we aim to give families a little bubble of happiness in a fun, engaging and creative way."



**What're you waiting for? Get your kids to McDonald's this November from 12<sup>th</sup> – 24<sup>th</sup> to experience #ImKiddinit!**

**About Westlife Development:**



Westlife Development Limited (BSE: 505533) (WDL) focuses on setting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL). 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, Bay Capital Investments and Treeline Investment Management, among others are stakeholders in WDL.

**About Hardcastle Restaurants:**

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 the region since its inception in 1996. HRPL serves over 200 million customers, annually, at its 304 (as of September 30, 2019) McDonald's restaurants across 42 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 10000 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, Rice, Salads 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 that HRPL operates.

**For any further queries, contact:**

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