

## SETTING UP THE QSR TREND

Amit Jatia who for the first time tried McDonald's at the age of 14, in Japan, wouldn't have thought that someday, he would be running the global QSR giant in India. It was in 1994 when McDonald's came looking out for the right partner, Jatia, who was then involved in his family owned chemical business, convinced his father in joining hands with the fast food chain. Their first store opened in 1996.

### **BUILDING ON PARTNERSHIP**

"The reason of a successful partnership I believe is, keeping our customers' requirement always our priority," shares Jatia, who was one of the early pioneers to introduce the concept of QSR in India. From being a complete alien concept to now being a go-to option suiting every occasion, the group has come a long way. In the last two decades, their partnership has remained strong with constant support from the McDonald's Global. "We have continued to make bold moves to create a better McDonald's to delight our customers," smiles Jatia, who is currently running 265 stores across the West and South India.

### **RAISING THE TOAST**

The group has focused on continuously reinventing themselves to bring out the best

in class innovations and raise the bar for the industry. "The key to our success is the fact that we became locally relevant to the people in India," points Jatia, who introduced McAloo Tikki to Dosa Masala Brioche to Chatpata Naan - as the brand has Indianised itself to stay ahead of the curve. Jatia also introduced EOTF (Experience of the Future) restaurants, the first ever QSR restaurant in India to offer a fine dine experience with state-of-the-art technology such as air chargers, tablets for gaming, self-ordering kiosks along with table service and sustainable initiatives to provide seamless customer experience.

### **THINK GLOBAL, ACT LOCAL**

Jatia runs his business on a simple mantra: Think global, act local, sell like a retailer. "I am proud to say that at McDonald's, we have regularly looked at bringing something new and different to fulfil our customers' expectations, needs and demands. From localizing our food menu to adding international cuisines under our latest campaign 'Flavours Without Borders' we strive to cater to a diverse audience," concludes Jatia, who is planning to double the restaurant base from 265 stores as of today by 2022. WDL also plans to invest INR 750 - 800 crore in next five to seven years with newer offerings.



# Amit Jatia



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