



Burger or Kebab?

~McDonald's creates the ultimate fast food treat with the new hybrid by putting the two meals together in one handy sandwich. Presents #AnytimeKebab Burger range exclusively for Hyderabadis~

Hyderabad, Oct 27, 2016: Keeping in line with its promise to introduce modern and customise offerings by innovating menu and amalgamating local flavours in global format, McDonald's India (West & South) has launched its new regional offering with Chicken Kebab Burger and Chicken Kebab Wrap to appeal to the taste buds of Kebab lovers in Hyderabad.

McDonald's is known worldwide for bringing high quality food offerings at affordable price to its customers. With the launch of this special range of #AnytimeKebab menu, customers can now savour the taste of their two favourite meals in one unique format, 'The Kebab Burger'. The all new #AnytimeKebab is launched in three variants and priced economical ranging between Rs.59 to Rs.99, assuring to satiate your hunger pangs and satisfy the love of kebab in you. The Kebab Burgers are available from 15th October 2016 onwards across all McDonald's restaurants in Hyderabad. The three new variants comprise of - Chicken Kebab Burger – Rs 59/-, Chicken Kebab Double Patty Burger – Rs.99/and Chicken Kebab Wraps – Rs.69/-.

What sets the kebab burger apart from the rest is the special blend of spicy square shaped tandoori patty made from a blend minced and juicy chunky chicken seasoned with real Indian spices, breadcrumbs, chickpeas, accompanied with sliced red onion. This delectable sandwich comes inside a soft toasted bun enveloped with the all new traditional and aromatic Haryali sauce infused with ethnic flavour of green and red chillies, mint and coriander leaves.

Commenting on the menu innovation, **Mr. Kedar Teny, Director – Marketing & Digital, Hardcastle Restaurants Pvt. Ltd. – McDonald's India (West & South)** said, *"Customer taste preferences are constantly evolving, so we have to be intentional about staying ahead and remaining relevant to those changes. We are committed to finding new and innovative ways to meet the needs of our customers seeking variety and more choices in food. We constantly strive to evolve and offer new, quality trendy, and value-oriented menu items to our customers. This is our second regional offering in South India after the launch of our first bone-in-chicken offering called 'Chicken Wings'."*

He further added, "We noticed that customers faced the difficult choice of picking a burger or a kebab for one's meal, so we decided to create the ultimate fast [food treat](#) by amalgamating the two meals together and present it in a uniquely McDonald's format. With the festive season kick

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starting, it is an exciting time to introduce our new #Anytime Kebab Burger range especially designed to suit the palate for Hyderabadis, who are open to experiment with local flavours in global format.”

Through its brand commitment to serve Good Food, McDonald's India is the only national restaurant chain with significant commitments to locally grown produce. McDonald's use of premium quality ingredients from sustainable sources demonstrates the company's commitment to serving Good Food with integrity.

The launch of the new Kebab Burger & Wraps is supported by a multi-channel communication campaign. McDonald's will run an integrated month long Radio, Digital and outdoor campaign, accompanied by an LSM (Local Store Marketing). Customers can now relish the new #Anytime Kebab range across McDonald's restaurants located in Hyderabad only.

About the company:

Westlife Development Limited (BSE: 505533), focuses on putting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL) which is a McDonald's franchisee with rights to own and operate McDonald's restaurants in India's west and south markets since 1996. HRPL serves approximately 185 million customers annually, at its 242 (as of June 30, 2016) McDonald's restaurants across 32 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa and parts of Madhya Pradesh. The company provides direct employment to over 7,000 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thru's, 24/7, McDelivery, dessert Kiosks. The menu features Burgers, Finger Foods, Wraps, Hot and Cold Beverages besides a wide range of desserts. The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates.

HRPL has been recognized as the No. 1 Preferred Employer among the Retail companies in India in 2016 by Great Place to Work® Institute and Retailers Association of India (RAI).

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