



## McDonald's introduces exciting new features in the McDelivery® App

*The interface gets smoother facilitating easy and quick ordering*

**Mumbai, February 6, 2017:** To provide convenience to consumers when they order their favourite delicious food options, McDonald's India (West & South) has come out with a new update for its McDelivery app. With the revamp and introducing a host of new features, McDelivery now offers a seamless and intuitive experience with a more user friendly UI (User Interface) for its delivery customers.

McDonald's has revamped its entire McDelivery app experience, by introducing a host of consumer-centric features. One such feature is the maps integration that now allows consumers to just drop the pin on the map and know if they're in the delivery service area to get delicious food delivered to themselves or to their loved ones, right at their doorstep. Personalization has been the priority with the launch of the new app. Customers can customize their favorite burger by adding/removing ingredients in an intuitive way as per their preferences. Moreover, they can place smooth and fast orders by choosing from McDonald's exhaustive list of McCafé beverages, desserts and meal options. To get real-time tracking on the phone, one can simply place orders and track the status of his or her delivery. The app also has enhanced digital payment solutions and FreeCharge e-wallet for easy cashless transactions. With the order history feature, customers can view their past orders and reorder with a simple click. As a gratification, customers can also now use the 'Refer-a-friend' feature to enjoy complimentary burgers.

**Speaking about the new app, Ranjit Paliath, Vice-President, Business Operations, Hardcastle Restaurants, McDonald's India (West & South) said,** *"We launched our McDelivery Services App (MDS app) in 2014 with the objective of providing consumers their loved food at their fingertips. In fact, our web and mobile platforms contribute over 55% sales of the total McDelivery business for McDonald's (West & South). With the revamped MDS app, we are confident of connecting more than ever with consumers and offering them easy, personalized and truly useful features".*

For the first time ever, instead of launching unique features as an ad, McDonald's has explored a web film that will be released online. Conceptualized by Leo Burnett, the film focuses on relationships, and people coming together over food. This web film for McDelivery showcases the funny day-to-day interactions between two retired neighbours dubbed as frenemies as they never see eye-to-eye. And yet, when one of them faces disappointment, the other comes to the rescue with the help of the McDelivery App. The film will be showcased across all digital and social media channels.

**Speaking on the new app and the film, Kedar Teny, Director - Marketing & Digital, McDonald's India - West & South said,** *"The new web film shot for McDelivery showcases an unexpected yet endearing tale of two retired frenemies who later come together over food. It clearly depicts a simple*



*message of offering customer convenience and allowing consumers to enjoy their favorite meal from McDonald's anywhere and anytime of the day."*

**Youtube link for the McDelivery Web Film:** <https://youtu.be/HKXeMCL5b2Q>

For offering quicky delivery, McDelivery® has also partnered with Zomato and Food Panda for customers to order McDonald's meal at their doorstep. The new McDelivery® app is now live on Android and iOS platforms. McDelivery is available at more than 145 McDonald's restaurants across west and south India.

**Download Link:**

Android: <https://play.google.com/store/apps/details?id=com.il.mcdelivery&hl=en>

iOS: <https://itunes.apple.com/us/app/mcdonalds/id922103212?mt=8>

**About McDonald's India:**

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 252 (as of December 31, 2016) McDonald's restaurants across 34 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).

**For any further queries, contact:**

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