



PRESS RELEASE

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McDonald's® India unveils Next Chapter of Brand Innovation

~ Launches the first Experience of the Future (EOTF) restaurant in India ~

~ McDonald's is transforming customer convenience through interactive technology, table service to deliver a more tailored, enjoyable and relaxing experience ~

Mumbai, 10th March 2017: Two decades ago, McDonald's began its incredible journey of introducing the concept of burgers to India. And today, as the company moves into its 21st year of operations in India, it has embarked on a brand revolution in the quick service restaurant industry with the launch of its first 'Experience of the Future' restaurant (EOTF) in Mumbai.

- **Enhancing digital capabilities and the use of technology to dramatically elevate the customer experience.**
- **Redefining customer convenience through Table Service.**
- **Broadening our menu to provide balanced & wholesome choices.**
- **Caring for the environment to contribute to a better planet, strengthen the communities and help maintain a world that can carry all of us well into the future.**

This new concept restaurant, at CR2 Mall in Nariman Point, is the brand's boldest move yet and will re-write the rules of the QSR industry with customizable menu options, new technology and a best-in-class customer experience. As part of its brand transformation, the company has evolved its menu, ordering processes and staff roles to bring greater control, convenience and personalization to its customer.

Using self-order kiosks, customers will be able to customize and build their own perfect burgers and skip the front counter entirely, with their food being served right at their table. Customers will also be able to enjoy interactive table-top games whilst they share a meal and even charge their smart phones using wireless charging devices in a contemporary and stylish ambience. The result is a more comfortable and personalized experience.

Commenting on the launch, **Mr. Amit Jatia, Vice-Chairman, Westlife Development Limited** said, *"We have always listened to our customers, and this ambitious plan is exactly what they've asked us to do. This is the next phase of brand transformation for McDonald's in India. We're innovating and evolving for the future, and we're excited to bring our customers along on this journey with us. With the EOTF restaurant, we are kicking off a bold and progressive plan to transform the customer experience. We want our customers to walk in and be wowed by the experience that's modern and personalized, but still the McDonald's they know and love. Over the past 20 years, we have constantly strived to bring more innovation and convenience to our customers. With the launch of EOTF, we want to provide customers with utmost convenience and brand new menu choices."*

The new McDonald's Experience includes:



Enhanced Customer Experience

The Guest Experience Leaders will provide customers the warmth and genuine hospitality McDonald's is known for. From hello to goodbye, the Guest Experience Leaders will help customers to choose between self-order kiosks or counter service, assist with finding their seats, and provide table delivery service.

Advanced Customer Convenience

The introduction of Self-Order Kiosks at the restaurants will give customer a modern and convenient opportunity to try their own hand at personalising their menu and order at their own pace. Various payments modes, high speed wi-fi, air-chargers and tablets will provide consumers with more convenience and give them more reasons to visit McDonald's.

Sustainability

The Company has enhanced its efforts in the area of sustainability by installing smart hand wash systems which will enable the restaurant to save approximately 400,000 litres of water per year. Additionally, the restaurant will save upto 6,000 units of energy with the LED lighting. Besides this, the restaurant will use bio-degradable cutlery, reusable cups and recycle its waste with the vision to send zero waste to landfill.

Wholesome Food Choices

For the first-time ever, McDonald's India is launching farm fresh salads and transitioning its existing wraps into whole grain wraps. The launch follows consumer demand for more variety, lighter and wholesome balanced choices. Additionally, customers will have the choice to opt for milk based beverages (chocolate milk, smoothies or shakes) with their Happy Meals or simply replace their fries with a bowl of salad.

Table Service

Customers can now experience table delivery complete with the warm and genuine hospitality. Once an order has been placed, customers can take a seat while they wait for their order, guided by a Radio frequency identification device (RFID) right to their table.

McDonald's India is driving the customer experience forward at full speed and bringing unrivalled innovation to the Quick Service Restaurant industry. The changes announced today allow for the brand to deepen its customer experience, build on its employer of choice reputation and keeping Indians loving it.

About Westlife Development:

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). 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, Tree Line Asia Master Fund (Singapore) and Ward Ferry Fund, among others are stakeholders in WDL and the company will continue to broad base its investors over the coming years.

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 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, and 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. Several of the McDonald's Restaurant feature 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.



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