



Press Release

For Immediate Publication

McCAFÉ® LAUNCHES IN INDIA

MCDONALD'S® INDIA ACCELERATES BEVERAGE GROWTH STRATEGY WITH LAUNCH OF MCCAFÉ® BRAND

HARDCASTLE RESTAURANTS BREWS STRONG PUSH INTO CAFÉ MARKET

Mumbai, October 9, 2013: Hardcastle Restaurants Private Limited (HRPL), a Master Franchisee for west & south India operations of McDonald's Restaurants and a wholly owned subsidiary of Westlife Development Limited, a company listed on the Bombay Stock Exchange (BSE : 505533), officially announced the launch of the first McCafé® in-restaurant at its McDonald's® Restaurant at SOBO Central, Mumbai, today.

In embracing the coffee culture that is fast gaining acceptance in India, McCafé® aims to reach out to as many Indians as the best place to enjoy a range of premium specialty coffee including cappuccino, latte, iced mocha and frappe. With a strong coffee foundation, HRPL (McDonald's West & South India) recognized an unmet need, for existing and new customers, in the rapidly growing Indian specialty coffee segment. In addition to extending its McCafé® product portfolio, the restaurant re-imaging initiative gave the company a unique opportunity to create a defined space for McCafé in-restaurant, creating a brand within a brand at the point-of-sale. The concept of McCafé® operating inside the existing McDonald's® restaurants opens the door to more Indians to a premium coffee experience.

The launch of McCafé® brand will be a major step in the beverage growth strategy and building on the strong brewed coffee success. The expansion of the McCafé® brand and its product offering is part of the company's goal to elevate its coffee portfolio and to become India's favourite destination for great food and beverages.

"We see huge potential within the Indian marketplace. Customers have a strong taste for coffee in India, the specialty segment is growing, and we really believe we've found a great place for us to be able to offer quality espresso coffees that will appeal to coffee connoisseurs and those that are new to the growing marketplace. We see an opportunity to continue expanding our beverage platform and efforts to gain a greater share of the very sizeable Indian beverage market", says Amit Jatia, Vice Chairman, Westlife Development Ltd.





“The McCafé® brand launch will be an acceleration for our business and the biggest initiative we have undertaken since we revolutionized the way people eat breakfast on-the-go with the introduction of the Breakfast over 3 years ago. We believe McCafé® will drive our beverage and food business to unparalleled heights and solidify McDonald’s® as an indisputable leader in the Indian quick-service restaurant arena, added Amit Jatia.”

McCafé® is an integral part of how McDonald’s® India (west & south operations) is transforming and elevating the brand and customer experience. “Our goal is to fuel stronger customer connections and to be the place Indians think of first when they’re hungry or thirsty”, added Amit Jatia.

McCafé® is part of McDonald’s® ongoing commitment to provide Indians with best experiences at great value. The opening of McCafé® in India is in response to the growing demand for good quality coffee. McCafé® provides Indian consumers with an enhanced coffee experience at great value without compromising on quality, freshness and convenience.

McCafé® premium espresso-based coffee begins with 100% premium Arabica beans, fresh ground in-restaurant for every cup. The beans are medium roasted to perfection, then freshly ground with every order to maintain their flavour and consistent quality as well as freshness in every cup. Crafted by professionally trained baristas, the special McCafé® espresso blend yields a delicate and aromatic, full-bodied and rich taste.

We plan to launch 75-150 more McCafé’s® in the next 3-5 years across key trading areas in metro cities of west & south India to make it easily accessible to our consumers.

McCafé® offers an extensive menu of premium quality beverages such as cappuccino, latte, macchiato, espresso, babychino, hot chocolate and frappe together with a selection of cookies and muffins.. Beverages can be customized by adding extra espresso or flavour shots like caramel, French vanilla, roasted Hazelnut or Irish Cream, as well as real whipped cream for those who like their beverage a little richer. Beverages range from Rs. 90 for a latte or cappuccino and only Rs. 110 for a frappe, available from 7am to 12 midnight, daily, starting October 14, 2013.





About McCafé®

McCafé® is a coffee-house-style food and drink chain, owned by McDonald's. Created and launched in Melbourne, Australia in 1993, the chain reflects a consumer trend towards espresso coffees. The chain is spread worldwide, with the first one in the United States opening in Chicago, Illinois, in May 2001. McCafés® product line consists of mocha, cappuccino, espresso, Americano, latte, iced latte, iced mocha and hot chocolate iced frappés, iced fruit smoothies besides a wide range of pastries, muffins and savouries.

About Westlife Development:

Westlife Development Limited was set up by the eminent B.L. Jatia family. The company is listed on the Bombay Stock Exchange (BSE: 505533). Westlife Development Limited has widespread interests in trading, hospitality and the quick service restaurant industry. The company is headquartered in Mumbai, Maharashtra.

About Hardcastle Restaurants:

Hardcastle Restaurants Pvt Ltd (HRPL) is a McDonald's master franchisee with rights to own & 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 is guided by a leadership vision and a set of core values that ensure its operations are conducted in a socially and environmentally responsible manner. The Company is firmly committed to its People and the community in which it operates, and actively models its good corporate citizenship through initiatives focused on Sustainability, Nutrition, Wellbeing and Respect for Local Culture.

The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates.

Celebrating over 17 years of leadership in food service retail in India, HRPL today serves approximately 165 million customers, annually, at 174 restaurants in the states of Andhra Pradesh, Gujarat, Karnataka, parts of Madhya Pradesh, Maharashtra, Tamil Nadu and Kerala, and provides employment to over 7000 employees.

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