



McDonald's® brings the Golden Arches to the City of Gates, Aurangabad

Opens its First Gold Standard Drive-Thru in Aurangabad

~ Establishes a network of 94 restaurants in the state of Maharashtra ~

Aurangabad, December 24 2014: Westlife Development Limited (BSE: 505533) the owner of the Master Franchisee of McDonald's® restaurants India, announced its entry in Aurangabad, Marathwada by launching the first Gold Standard Drive-Thru in the city and the 94th restaurant in the state of Maharashtra.

The new McDonald's® Gold Standard Drive-Thru restaurant is strategically situated at MIDC Chikalhana, Jalna Road on the Nagpur-Aurangabad highway, opposite the Aurangabad airport. The restaurant spreads across 2,600 sq ft and can spaciously accommodate 45 guests on the ground floor and 100 guests on the first floor with a separate area for birthday party celebrations. The restaurant will welcome customers daily between 9 a.m. and 12midnight.

Customers from Aurangabad can savour on the world famous menu of freshly made with quality ingredients burgers such as the McAloo Tikki™, McVeggie™, McSpicy Paneer™ or opt for non-vegetarian options such as Filet-o-Fish, McChicken™, Chicken McGrill and McSpicy Chicken™. They can also choose from an extensive range of appetizing wraps such as the Big Spicy Paneer and Chicken wraps as well three new variants of Saucy Wraps. The restaurant will also host one of its most successful global brand extension 'McCafé' – an in-house coffee style chain. Coffee lovers can enjoy a wide assortment of gourmet coffees and quality beverages such as hot chocolate, specialty teas along with a tempting selection of cookies, pastries and muffins at McCafé®. The take-away counters offer the added convenience of helping customers wrap up their favourite meals in no time if they are on the run.

Commenting on McDonald's® launch, **Mr. Ranjith Paliath, Vice President, Business Operations, McDonald's® India (West & South)** said, *"We are excited to open the doors in Aurangabad with our our first Gold Standard Drive-Thru and serve the emerging shopping district here . As pioneers of the QSR Industry, we are continuously committed to extending our wholesome & delicious offerings to new markets and expanding our brand. We are focused on ensuring that our customers receive a convenient, modern & exciting dining experience that comprises*



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of great quality food & beverages at affordable prices. There is a stringent focus on quality in all our products and restaurants. Over the years, we have evolved our menu by creating customized products that appeal to Indian tastes. Additionally, McDonald's follows a strict segregation of vegetarian and non-vegetarian cooking & serving areas in our restaurants to meet the special requirements of vegetarians. We do not serve beef and pork products in India and ensure that most of the sauces including mayonnaise and even our Soft Serves™ are 100% vegetarian.

Mr. Paliath continued, *"We have a strong relationship with the state ever since we launched our first restaurant in Mumbai way back in 1996. Over the years, McDonald's has partnered with its suppliers to build a best-in-class supply chain in India. Currently, in the West region we are locally sourcing fresh produce like tomatoes and lettuce apart from cheese, buns, poultry, and packaging material such as wrappers. We are extremely thrilled to honor our commitment to the state of Maharashtra and to our customers, suppliers & employees in this region through the new launch."*

The launch of the new restaurant is supported with a 360- degree marketing campaign. The drive-thru restaurant will offer a range of amenities and services unique to McDonald's® restaurants around the world such as free Wi-Fi internet access, parking for up to 20 vehicles of customers who opt to dine-in as against using the drive-thru.

The restaurant will have a team of 50 employees to greet customers and handle operations. McDonald's® will also impart international training to local residents and generate employment opportunities further to add to the existing 4500 employees they have hired in Maharashtra.

McDonald's® welcomes the people of Aurangabad to enjoy a delightful gastronomic experience and the courteous & quick service, premium quality food that is synonymous with McDonald's® restaurants around the world in a new & contemporary ambience.

About the Company:

Westlife Development Limited (BSE: 505533) the owner of Hardcastle Restaurants Private Limited (HRPL), a Master Franchisee for West & South India operations of McDonald's® restaurants focuses on putting up and operating Quick Service Restaurants (QSR) in India. master HRPL serves approximately 175 million customers, annually, at its 192 (as of September 30, 2014) McDonald's® restaurants in 22 cities across the states of Andhra Pradesh, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala and parts of Madhya Pradesh, and provides direct employment to over 7,500 employees.



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McDonald's® operates through various formats and brand extensions including standalone restaurants, drive-thru's, 24/7, McDelivery, Web and Mobile ordering, Breakfasts and 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 the 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. More details are available on the website: www.mcdonaldsindia.com

For any further information kindly contact:

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