



Namaskara Mangalore!

~McDonald's® launches two new restaurants in the city~ Adds 44th Restaurant in Karnataka

Mangalore, December 10th, 2014: Hardcastle Restaurants Private Limited (HRPL), a Master Franchisee for West & South India operations of McDonald's® restaurants and a subsidiary of the BSE listed Westlife Development Limited (BSE: 505533), announced its entry into Mangalore with the launch of two restaurants in quick succession. These launches add to the established network of 74 restaurants across Southern India.

McDonald's® iconic golden arches will first be seen at the Forum Fiza Mall located at Madison Road, followed by the launch of its second restaurant at the City Centre Mall situated at K S Rao Road. The 128 seat attractive new restaurant at the centrally located Forum Fiza Mall sprawls over 3500 sq. ft and offers comfortable seating for guests while the restaurant at City Centre Mall can seat up to 134 guests within the restaurant and 32 guests outdoors.

The two new restaurants reflect best-in-class design with a full range of amenities and services unique to McDonald's restaurants around the world. The restaurant is designed as a modern dining destination with free Wi-fi internet access, family-friendly amenities like a party room and ample parking for vehicles. McDonald's® Forum Fiza mall will welcome customers daily between 10 a.m. to 10.00 p.m. while the one at City Centre Mall will operate from 10 a.m. to 11 p.m.

Customers will enjoy an extensive range of delicious McDonald's® food - from 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 select from McDonald's® flavourful wraps such as the BigSpicy Paneer and Chicken wraps as well the new variants of Saucy Wraps and the iconic world famous McDonald's® French Fries. An extensive range of hot and cold beverage options will also be available to go with the meals. Customers can also indulge in their cravings for something sweet by visiting the McDonald's® Dessert Kiosk at Forum Fiza Mall. For those on the run, the take-away counter offers to wrap up favorite meals in no time at all.

Commenting on McDonald's® launch, **Mr. Ranjith Paliath, Vice President, Business Operations, McDonald's® India (West & South)** said, *"We are proud to open two McDonald's restaurants in Mangalore, a city which offers great opportunity to grow our Brand. Our commitment is to*



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deliver a modern and exciting restaurant experience with delicious food and drinks, at the convenience our customers expect from McDonald's. McDonald's® has been a pioneer in the QSR industry and offers wholesome & delicious meal options to customers. We ensure that customers who come to McDonald's® get quality fresh food at great prices. Our menu has been created using flavourful spices that appeal to Indian tastes. Our stringent focus on quality extends all the way from the source right up to the restaurants.

Additionally, we meet the special requirements of vegetarians by strictly segregating vegetarian and non-vegetarian cooking & serving areas in our restaurants. Keeping cultural sensitivities in mind, we do not serve pork or beef items in India. In fact, most of our sauces including mayonnaise and even our Soft Serves™ are 100% vegetarian."

"I'm thrilled to be here to celebrate with our local team and welcome our new employees and customers together. Mangalore, as a market holds huge potential for growth and we look forward to building our brand and our business responsibly and make a positive impact in the local community," Mr. Paliath added.

The restaurants will each have a team of 50 employees to manage operations in the initial phase. Further, McDonald's® also aims to generate employment and provide international training to local residents, creating opportunities for first time job seekers while also adding to the strength of 2,500 individuals that they have directly employ across business operations in South India.

McDonald's® welcomes the people of Mangalore to enjoy a memorable and unforgettable gastronomic experience, courteous and quick service, with quality food that is the hallmark of McDonald's® restaurants in the vibrant, relaxing & contemporary ambience.

About the Company:

Hardcastle Restaurants Pvt. Ltd. (HRPL) is a subsidiary of BSE listed Westlife Development Limited (BSE: 505533), which focuses on putting up and operating Quick Service Restaurants (QSR) in India. 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 175 million customers, annually, at its 192 (as of September 30, 2014) McDonald's® restaurants in 21 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.

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



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