



## 'Swaagatha Mysore'

### McDonald's launches its first restaurant in Mysore

**Mysore, January 2013:** Hardcastle Restaurants Private Limited (HRPL), a Master Franchisee for west & south India operations of McDonald's Restaurants and a subsidiary of Westlife Development Limited, a company listed on the Bombay Stock Exchange (BSE : 505533), announced the launch of its first store in the city of Mysore.

December 31st saw the famous Golden Arches open its first restaurant in the cultural city of Mysore. Adding the 38<sup>th</sup> Golden Arches to Karnataka and 61<sup>st</sup> to South India, McDonald's India opened its first restaurant in Mysore.

Now you and your family can enjoy your favourite McDonald's burgers, French fries and many more only at McDonald's Family Restaurant, Mysore.

Located on the busy JLB Road, the Arches will shine in the heart of the city. Spread over 3000 sq ft. area, the 2 level, restaurant is designed with fresh and contemporary designs and can accommodate close to 76-80 people. This new restaurant will attract customers and provide an appealing customer experience – from menu and service to value and convenience, the USP of the brand, worldwide.

Mysore known for its hospitality, varied cuisines, historic importance and multi-cultural lifestyle is amongst the country's most scenic tourist locations. Being the second largest city in the state of Karnataka, Mysore, is an important market for McDonald's and its entry into this market underlines McDonald's robust plans for South India.

Commenting on the opening of this new restaurant, **Mr. Amit Jatia, Vice Chairman, Hardcastle Restaurants Pvt. Ltd. that operates and manages all McDonald's restaurants in West & South India** said "McDonald's is committed to growing its presence in south India in addition to its other markets. As a market, the south is an area of great value and importance to us. McDonald's is very excited about its first outlet in Mysore and is poised to grow further in the South as a market for its strategic development and expansion. Mysore being the second largest city in Karnataka is an important market for McDonald's and we are on the lookout for opportunities to expand further in the region. McDonald's will continue to increase convenience to match consumer demand through broadening accessibility, extending operating hours and increasing functionality for its customers.

McDonald's since inception has developed a special menu to suit Indian tastes, preferences and sensibilities with separate enclosures for vegetarian and non-vegetarian cooking. Global favourites such as the McChicken™, Chicken McNuggets™, McFries™ and Filet-O-Fish™ that exist on the international menu at McDonald's are also part of the menu in India.



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Other global products like McSpicy™ Chicken & McFlurry™ have also been introduced recently to the product offerings. This year McDonald's has launched the McValue™ Lunch menu option wherein customers can get a meal between 12noon – 3pm for Rs 55 only. In addition, McDonald's has blended various Indian spices to prepare an extensive vegetarian menu like McVeggie™ Burger, Paneer Wrap™ McAloo™ Tikki Burger, and Pizza McPuff™ to choose from. Last August, McDonald's launched its all new product – the McEgg™ burger, as part of the Happy Price Menu for Rs. 25/- only. With this tasty, nutritious and wholesome, one of its kind, steamed, McEgg™ burger, McDonald's has extended its value promise to the customer.

Indulge in quality, fresh and tasty products in a warm and friendly ambience along with your friends and family only at McDonald's Mysore.

### **Brief Background on McDonald's:**

McDonald's is the world's leading global foodservice retailer with more than 33,000 locations serving approximately 67.8 million customers in 119 countries each day. 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.

Celebrating 16 years of leadership in food service retail in India, McDonald's today has a network of over 300 restaurants across the country, with its first restaurant launch way back in 1996. HRPL today serves approximately 165 million customers, annually, across 155 restaurants in the states of Andhra Pradesh, Gujarat, Karnataka, parts of Madhya Pradesh, Maharashtra and Tamil Nadu, and provides employment for more than 7,000 employees.

Prior to its launch, the company invested six years to develop its unique cold chain, which has brought about a veritable revolution in food handling, immensely benefiting the farmers at one end and enabling customers to get the highest quality food products, absolutely fresh and at a great value.

In line with its respect for local culture, India is the first country in the world where McDonald's does not offer any beef or pork items. McDonald's has also re-engineered its operations to address the special requirements of vegetarians. Vegetable products are kept separate throughout the various stages of procurement, cooking and serving. The mayonnaise and the soft serves are also 100% vegetarian.

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