



McDonald's® brings the Golden Arches to the Second Capital of the State of Karnataka

~ Opens its First Gold Standard Drive-Thru in Belagavi ~

Belagavi, December 30th, 2014: Westlife Development Limited (BSE: 505533), the owner of the Master Franchisee of McDonald's® restaurants in South & West India, announced its entry today into the historical city of Belagavi by launching the first Gold Standard Drive-Thru (GSDT) in North-Western Karnataka and the 80th restaurant in South India.

The new McDonald's® Gold Standard Drive-Thru restaurant is strategically located at the KLE campus on the Civil Hospital Road attracting residential, educational institution and offices in the vicinity along with public in transit.

The restaurant is spaciouly spread across 4500 sq ft and can accommodate 65 guests on the ground floor and 60 guests on the first floor, which includes a separate area for birthday party celebrations with seating for up to 35 guests. The restaurant has ample parking space with more than 20 dedicated car parks for our customers. The restaurant will serve customers daily between 9 a.m. to 11p.m.

Belagavi's residents and visitors can now savour the iconic McDonald's® menu, made with quality ingredients and choose from a selection of freshly made 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 pick 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 take-away counters offer the added convenience of helping customers wrap up their favourite meals in no time if they are on the run.



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Commenting on McDonald's® launch in Belagavi, **Mr. Ranjit Paliath, Vice President, Business Operations, McDonald's® India (West & South)** said, *"We are excited to launch our first GSDT restaurant in the educational hub of Karnataka. Belagavi is celebrated for being the second administrative capital of the state of Karnataka. We are thrilled to offer a convenient, modern and exciting restaurant experience with delicious food and beverages to customers in the city. As pioneers of the QSR Industry in India, we are continuously committed to extending our wholesome & delectable offerings to new markets while expanding our brand. We, at McDonald's® are focused on ensuring that our customers receive high-quality, fresh food at great value. McDonald's® is constantly evolving its menu offerings and creating customized products with flavorful spices that appeal to Indian tastes. We place a strong emphasis on quality, which extends from stringent sourcing of our products, to preparing them with the utmost care and serving them at our restaurants.*

McDonald's® is dedicated to understanding the cultural sensitivities of vegetarians in India and as a result, we have segregated vegetarian and non-vegetarian cooking & serving areas at our restaurants. Additionally, we do not serve pork or beef items in India and ensure that most of our sauces, including mayonnaise and even our Soft Serves™ are 100% vegetarian."

"Over the years, McDonald's® has partnered with its suppliers to build a best-in-class supply chain in India. Currently, in the South region, we are locally sourcing key ingredients such as buns, lettuce, patties, fish and poultry items. Belagavi, as a market, holds tremendous potential for growth and we look forward to building our brand as well as strengthening our relationship with the customers, suppliers & employees in this region." **Mr. Paliath** added.

The drive-thru restaurant reflects best-in-class design and offers a range of amenities and services unique to McDonald's® restaurants around the world, such as free Wi-Fi internet access, cashless service and ample parking for customers who opt to dine-in as against using the drive-thru.

The restaurant will have a team of 40 employees to provide world-class service to our customers and handle operations. McDonald's® will also impart international training to local residents and generate employment opportunities further to add to the existing 2,500 employees they have across South India.



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McDonald's® graciously welcomes the people of Belagavi to enjoy a memorable gastronomic experience, courteous and quick service, delectable quality food that is the hallmark of McDonald's® restaurants in a new, vibrant & 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. HRPL serves approximately 175 million customers, annually, at its 192 (as of September 30, 2014). McDonald's® restaurants in 23 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

For any further information kindly contact:

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