



McDonald's India announces the launch of a new packaging – 'EatQual' for its Specially-Abled Customers on the International Day of Person with Disabilities

EatQual will be available across all McDonald's restaurants in West and South India starting mid-December

December 03, 2020, Mumbai: On the occasion of International Day of Person with Disabilities, McDonald's India West and South, announced that it is launching a new packaging - EatQual, designed for its specially abled customers. With this progressive and inclusive initiative, the company has once again reinforced its brand promise of making delicious feel-good moments easy for everyone. The EatQual pack has been developed over months of collaboration an NGO that has been working towards the betterment of the specially-abled community for over 50 years.

McDonald's restaurants in West and South India are owned and operated by Westlife Development Ltd under its wholly owned subsidiary – Hardcastle Restaurants Pvt Ltd.

Why Eatqual?

The new packaging innovation stems from the insight that the current packaging typically requires customers to use both their hands to truly enjoy the delicious McDonald's burgers. This makes it difficult for those with upper-limb disabilities. EatQual will address this challenge and ensure that everyone can bite into their favourite burgers just as easily.

Speaking about the upcoming launch of this packaging, **Arvind RP, Director – Marketing & Communications, McDonald's India (West and South)** said *"It has always been our endeavor to make delicious feel-good moments easy for everyone. The launch of this **EatQual** packaging is a step to further our commitment towards inclusiveness and social responsibility. We hope that this packaging will make the McDonald's experience easy and delightful for our specially-abled customers."*

Rahul Matthew, National Creative Director, DDB Mudra Group, India said *"Equality and inclusivity isn't always about the big things. It's also about being able to do the little everyday things like everyone else can; eating your favourite McDonald's burger, for instance. And that has been the guiding force behind the EatQual initiative. How can we make the McDonald's experience just as enjoyable for all."*

Commenting on this upcoming packaging launch by McDonald's India West & South, **Dr Vaishali Kolhe, Associate Professor at Centre for Disability Studies and Action & Tata Institute of Social Sciences, Mumbai**, said *"It is heartening to see an iconic brand like McDonald's take initiatives to maintain inclusion at their restaurants. Food accessibility is the bare minimum necessity for every individual including the ones with upper arm movement disability. Innovations like these can make eating so much easier for them. Through initiatives like these, we are not doing these individuals a favor but making their experience of eating independent and enjoyable. I look forward to enjoying my favourite McDonald's burger in the new EatQual pack."*



Westlife Development has been taking definitive steps to promote inclusion across their restaurants. The company has made many of its restaurants accessible for specially-abled by installing ramps wherever possible and has made the restrooms wheelchair friendly. The launch of EatQual marks yet another step by the brand to foster inclusiveness.

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About Westlife Development:

Westlife Development Limited (BSE: 505533) (WDL) focuses on putting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. The Company operates a chain of McDonald's restaurants in west and south India, having a master franchisee relationship with McDonald's Corporation USA, through the latter's Indian subsidiary.

About Hardcastle Restaurants:

Hardcastle Restaurants Pvt Ltd (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 200 million customers, annually, at its 310 (as of September 30th, 2020) McDonald's restaurants across 42 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa and parts of Madhya Pradesh, and provides direct employment to over 10,000 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thru's, 24/7, McDelivery and dessert Kiosks. The menu features Burgers, Finger Foods, Wraps and Hot and Cold Beverages besides a wide range of desserts. Several of the McDonald's Restaurants feature an 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.

For any further queries, contact:

HRPL
Shraddha Yawalkar
shraddha.yawalkar@mcdonaldsindia.com
9920552245

Avian We
Bhumika Advani
bhumikaa@avianwe.com
9819721919