

## **McDonald's India to operate 24/7 for contactless McDelivery as Maharashtra announces COVID-led restrictions**

*The brand has tightened its safety and hygiene measures across restaurants to continue serving consumers safely through delivery, takeaway and their new On-the-Go feature.*

**Mumbai, April 09 2021:** In wake of the new restrictions announced to curb the spread of COVID-19 infections in Maharashtra, **Westlife Development Ltd owned – McDonald's restaurants** will operate 24/7 for contactless McDelivery from select stores in Mumbai. **The brand will further be** doubling up on its convenience channels of McDelivery, takeaway and On the Go as the state has announced new set of restrictions to arrest the mounting COVID-19 infections. McDonald's India (West and South) has already implemented stringent safety and hygiene measures across its restaurants to uphold consumer and employee trust in the brand through its Golden Guarantee promise.

**Saurabh Kalra, Chief Operating Officer, McDonald's India West and South** said *"We support the Government's initiative to contain the pandemic. Through our 24x7 service, we are happy to be able to offer consumers safe, hygienic and delicious food, round the clock."*

**He added,** *"The last year has reset consumer expectations and they now seek safe and convenient ways of engaging with the brands they trust. We have been able to cater to our customers' demand through our omni-channel strategy making McDonald's food available for consumers wherever, whenever and however they want."*

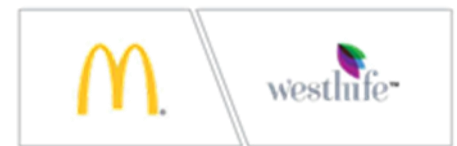
As part of their Golden Guarantee promise – a 42 pointer checklist to ensure complete safety for customers and employees, Westlife has already implemented stringent safety and hygiene practices across all its restaurants for delivery, takeout, drive thru and On the Go. All their crew members are temperature screened at all outlets and designated social distancing markings have been created inside and outside the restaurants to facilitate collection of delivery and takeaway orders.

In addition to this, Westlife Development Ltd has recently announced vaccination cover for all its 10,000 employees which include both its corporate office employees as well as the McDonald's restaurant staff.. The organization is covering the cost of both doses of the vaccination and is also facilitating its administration across cities in West and South India. In addition to this vaccination drive, the company has also enabled RTPCR testing for all non-vaccinated employees including its riders, as is mandated by the State Government of Maharashtra.

The company is leaving no stone unturned to ensure complete safety of all its customers and employees through many such proactive initiatives in these challenging times of the pandemic.

### **About Westlife Development:**

*Westlife Development Limited (BSE: 505533) (WDL) focuses on setting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL). 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:**

*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 the region since its inception in 1996.*

*HRPL serves over 200 million customers, annually, at its 304 (as of December 31, 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 Union Territory of Puducherry, and provides direct employment to close to 10,000 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive- thru's, 24/7, McDelivery, McBreakfast and dessert kiosks. The menu features Burgers, Finger Foods, Wraps, Rice, Salads 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 that HRPL operates.*

**For any further queries, contact:**

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