



## **McDonald's India and Paytm Join Hands to deliver safe and hygienic food to frontline workers in Mumbai**

**Mumbai, April 13<sup>th</sup>, 2020:** As the world fights the COVID-19 pandemic, individuals as well as organizations are doing their bit for support the frontline workers and the less-privileged sections of society. On April 12<sup>th</sup>, 2020, the QSR leader McDonald's India and Paytm, India's leading digital payments & financial services platform joined hands to distribute safe and hygienic food to health care workers in Mumbai, as a small token of gratitude towards these warriors. The two companies collaborated to distribute close to 600 McDonald's burgers in a safe and contactless manner to the healthcare workers at Cooper Hospital, Juhu.

McDonald's restaurants in West and South India are operated by Westlife Development Ltd. (WDL), through its wholly owned subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL).

**Arvind RP, Director-Marketing and Communications, McDonald's (West and South), said,** "We thank Paytm for this partnership. These frontline workers are the real heroes who are selflessly working through this crisis to keep us and our families safe. This is just a small gesture to show our solidarity and support for them. We are deeply indebted to these health care workers and salute them for their efforts."

In the last two weeks, McDonald's has associated with multiple NGOs and organizations across cities like Mumbai, Ahmedabad, Bengaluru, Pune, Chennai and Hyderabad to reach out to close to 10,000 frontline workers, daily-wage earners and slum dwellers. With these ongoing efforts, the brand hopes to serve the nation in small ways by providing safe and hygienic food to those in need.

**Siddharth Pandey, Vice President - Paytm said,** "It is heartening to see everyone pool in resources to fight for a common cause. We are happy that McDonald's is working with us on this great initiative. The healthcare professionals fighting on the frontlines of this battle against COVID-19 need all the support they can get during these extraordinary times. We will always be in debt for the exceptional service they are doing for humankind. This is the least we can do for them. We will keep on adding cities where we will supply these kits."

### **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. Marquee investors such as Arisaig India Fund Ltd, SBI Mutual Fund, Tree Line Asia Master Fund (Singapore) and Ward Ferry Fund, among others are stakeholders in WDL.

### **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 315 (as of December 31, 2019) 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:**

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