



## Safe, convenient, contactless - McDonald's launches a unique 'On-the-go' service to get you your favourite food in the comfort of your vehicle

**Mumbai, July 17 2020:** Are you missing your favourites from McDonald's a little too much? You can now drive to any McDonald's restaurant in West and South India for a completely contactless takeout of your order, without leaving the safety and comfort of your car! Westlife Development, the company that owns and operates McDonald's restaurants in West and South India, has now introduced a unique '**On the Go**' take-out service on their McDelivery app that enables contactless ordering and collection of the order from your vehicle. Can getting your McDonald's food get any more convenient?

### Procedure for 'On the Go'

- *Open the McDelivery app and select 'On the Go' option*
- *Keep your location setting on so that the app can show you nearest available stores*
- *Select a store on your route from your point of origin to the destination*
- *Pick a store, order your meal and pay online*
- *Once the order is confirmed, the store will start preparing your meal fresh, depending on your ETA (estimated time of arrival)*
- *Park your car at a pre-designated pick-up point and your order will be delivered to you right in your vehicle. in a completely contactless manner*

Speaking on the announcement of this new feature, **Smita Jatia, Director, Westlife Development Ltd**, said, *"This innovation has been enabled by our strong digital backbone. With this unique on-the-go service, we aim to address our customers' growing concerns around safety and hygiene as well as their need for heightened convenience. Using this feature, customers can order their food on the app and collect it from a spot close to the store without ever leaving the safety and comfort of their vehicles. With this, we have virtually converted all our restaurants into drive-thru stores, at minimal cost."*





McDonald's India has been taking the lead in paving the way for the new post-COVID era of dining. The QSR brand has already launched contactless delivery and take-out services. It has also introduced its 'Golden Guarantee' proposition - a 42 pointer process checklist to ensure that the food and the brand experience remains completely safe for its customers and its people, every step of the way.

**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:**

*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.*

*As a leader in the QSR industry, McDonald's in West and South India serves approximately 200 million customers, annually, at its 319 (as of March 31, 2020) McDonald's restaurants across 42 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa, parts of Madhya Pradesh and Union Territory of Puducherry, 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, McBreakfast 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 coffee chain 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](mailto:shraddha.yawalkar@mcdonaldsindia.com)

9920552245

**Avian We**

Bhumika Advani

[bhumikaa@avianwe.com](mailto:bhumikaa@avianwe.com)

9819721919