



McDonald's India Brings Safe and Hygienic Fried Chicken Right to your Doorstep!

A tailor-made product for the South market which is made of the best quality chicken and is spicy till the last bite

Mumbai, 8th May 2020: If your food cravings have piled up through the quarantine, it is time to unleash the fried chicken one! McDonald's India now has an all new **McSpicy Fried Chicken** on its menu that brings you the goodness of chicken and a spicy treat all at once. This newbie on the menu boasts of flavours and spiciness till the last bite.

The new McSpicy Fried Chicken is rich in protein, has no added flavours, colours or preservatives. McDonald's India uses the best quality chicken and does not administer any growth promoters to it. As a part of the McDonald's quality and safety process, the chicken goes through 64 unique tests to ensure that it is 100% traceable from farm to plate, further ensuring that it is completely safe and hygienic.

McDonald's has always been cognizant of local sensibilities. All McDonald's restaurants in our markets have separate vegetarian and non-vegetarian kitchens. Vegetarian products are kept separate throughout the various stages of procurement, cooking and serving.

If you are worried about ordering food from outside, rest assured that McDonald's has got you covered! Maintaining high standards of hygiene in its kitchens and on all suppliers' end, the leading QSR has introduced an innovative contactless McDelivery service. This ensures that nobody touches the food with bare hands while cooking, packing, or delivering it and that all social distancing measures are duly followed through the process.

Speaking about this new fried chicken on the menu, **Ms Seema Arora Nambiar, Sr. Vice President, Menu, Marketing and People Resources, McDonald's India (West and South)** said "All our products are designed keeping in mind what our consumers want and like. McSpicy Fried Chicken has been specifically crafted as per the taste preference of our consumers. This product is carefully marinated with ghost chili pepper and is fried to perfection to ensure it is spicy to the last bite - just the way consumers love it."

She added, "Safety and well-being of our customers is our topmost priority. We use the best quality of chicken that has a vertically integrated and closed loop supply chain process. Additionally, in view of the ongoing health crisis, we have further strengthened our safety and hygiene practices in the kitchen and have introduced contactless delivery".

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).

So, how about a McSpicy Fried Chicken for lunch today? Order from McDonald's now!

**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:**HRPL**

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