



Rashmika Mandanna Just Can't Get Enough of the new McSpicy Fried Chicken in the latest campaign launched by McDonald's

~The brand has launched two TVCs as part of a 360-degree campaign, that will be aired in Karnataka, Tamil Nadu, Andhra Pradesh and Telangana ~

Mumbai/Bengaluru, 20th April 2021: Your favourite food is sure to be the one thing you **Just Can't Get Enough** of! With this as the central theme, **McDonald's India (West and South)** has launched a campaign with popular film celebrity and 'National Crush' Rashmika Mandanna to celebrate the deliciousness of McSpicy Fried Chicken. McDonald's restaurants in West and South India are owned by Westlife Development, through its wholly owned subsidiary, Hardcastle Restaurants Pvt Ltd.

The brand has forayed into the fried chicken category with the launch of McSpicy Fried Chicken— an offering curated especially to please the palates of our chicken loving customers. McSpicy Fried Chicken is made with the best quality chicken and is marinated using the spiciest chillies - Ghost Pepper Chillies, making it spicy till the bone. This is yet another scrumptious and delicious addition to the company's extensive chicken offerings that include McSpicy Burgers, McChicken Nuggets and a range of chicken burgers.

As a part of the latest campaign, the brand has launched two quirky, light-hearted TVCs featuring Rashmika Mandanna, who can be seen relishing the all-new McSpicy Fried Chicken with friends and family. The ad films showcase that how even thinking of having anything other than McSpicy Fried Chicken is just a preposterous idea and that no matter how much of it you have, you can never get enough.

The first TVC shows Rashmika at a McDonald's restaurant enjoying McSpicy Fried Chicken meal with her friends when she, in jest, suggests trying something else for a change. Her friends are stunned for a moment. They all burst into laughter when they realize how absurd the suggestion sounds as they love having McSpicy Fried Chicken every day and just can't get enough of it. They then go back to relishing their chicken.

[Click here to watch the TVC](#)





The second TVC shows Rashmika and her friends digging into the scrumptious McSpicy Fried Chicken at home together. When one of her friends suggests trying something other than the McSpicy Fried Chicken next time after having the same product every single day for the last one year, Rashmika simply chooses to change her friend but not her favourite fried chicken.

Click here to watch the TVC



Rashmika was recently appointed by McDonald's as its brand ambassador to further strengthen its connect with millennials in its key markets of Karnataka, Tamil Nadu, Andhra Pradesh and Telangana. The TVCs will be aired exclusively in the South markets in Kannada, Tamil and Telugu and will be adapted for the digital platforms as well. The campaign has been conceptualised by DDB Mudra.

Through this new campaign, the brand aims to create a strong mark in the Indian fried chicken market. The new integrated campaign will have a multi-pronged approach with media mix of TV, digital and social platforms along with strong in-store visibility, on-ground and OOH activations.

Speaking on the launch of this new 360-degree campaign, **Arvind RP, Director – Marketing & Communications, McDonald's India (West and South)** says *"Our customer research revealed that the customers in South India like their chicken not only to be crunchy but also spicy, and flavourful till the last bite. With McSpicy Fried Chicken, that's exactly what we have for them. This product is carefully marinated with ghost chilly pepper and fried to perfection to ensure it tastes just the way consumers love it. Our aim is that with this great product and Rashmika's strong appeal, we will grow our market share rapidly in these markets."*

Rahul Mathew, Chief Creative Officer, DDB Mudra Group added, *"The campaign really reflects what the consumer feels about McSpicy Fried Chicken – you keep wanting to go back for more. And just like our chicken, Rashmika is a star that South India can't get enough of. So, it all came together as the perfect recipe."*

The new McSpicy Fried Chicken is rich in protein and has no added artificial flavours, artificial colours or artificial preservatives. It also does not contain any MSG. 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. McDonald's India uses the best quality chicken and does not administer any growth promoters to it.

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 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.

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