



WESTLIFE FOODWORLD LTD.

[Formerly known as Westlife Development Ltd.]

Regd. Off.: 1001, Tower-3, 10th Floor • One International Center

Senapati Bapat Marg • Prabhadevi • Mumbai 400 013

Tel : 022-4913 5000 Fax : 022-4913 5001

CIN No. : L65990MH1982PLC028593

Website: www.westlife.co.in | E-mail id : shatadru@westlife.co.in

Date: 4th September, 2024

To
The BSE Ltd ('the BSE')
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

To
The National Stock Exchange of India Ltd
('the NSE')
Exchange Plaza
Bandra Kurla Complex, Bandra (East)
Mumbai – 400051

Sub : Compliance with Regulations 30 of the SEBI (LODR) Regulations, 2015;
Submission of Press Release for McDonald's India and CSIR-CFTRI Partner to
Launch Multi-Millet Bun: Adding Nutritional Goodness to the Menu

Re : Westlife Foodworld Limited (the Company): BSE Scrip Code - 505533 and NSE
Scrip Code – WESTLIFE.

Dear Sir/Madam,

In compliance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the Press Release for McDonald's India and CSIR-CFTRI Partner to Launch Multi-Millet Bun: Adding Nutritional Goodness to the Menu.

You are requested to take the same on record. The same would be available on the Company's website on www.westlife.co.in

Thanking you,

Yours faithfully,

For Westlife Foodworld Limited

Dr Shatadru Sengupta
Company Secretary

Encl : as above

McDonald's India and CSIR-CFTRI Partner to Launch Multi-Millet Bun: Adding Nutritional Goodness to the Menu

Mumbai – September 4, 2024: McDonald's India (West & South), operated by Westlife Foodworld, has partnered with the prestigious food technology research institute, CSIR-Central Food Technological Research Institute (CFTRI), under the central Ministry of Science & Technology, to launch the groundbreaking Multi-Millet Bun. This exclusive, first-ever collaboration marks a new era in food innovation, combining CSIR-CFTRI's expertise with McDonald's commitment to developing nutritious food options. On the occasion of National Nutrition Week, this significant step forward aligns with McDonald's nutrition journey, reinforcing its commitment to enhancing the nutritional profile of its offerings.

The new Multi-Millet Bun, co-created by CSIR-CFTRI's leading food scientists and McDonald's India (W&S), incorporates the richness of five nutrient-dense millets—Bajra, Ragi, Jowar, Proso, and Kodo, both major and minor millets. Renowned for their nutritional benefits, these superfoods are sourced from diverse parts of the country, including Gujarat, Maharashtra, Karnataka, Rajasthan, Tamil Nadu, Madhya Pradesh, and Chhattisgarh, also reflecting McDonald's India's commitment to local and sustainable sourcing.

CSIR-CFTRI's deep expertise played a pivotal role in seamlessly integrating the nutritional benefits of millets while achieving the delicate balance of taste, texture, and quality that McDonald's is known for. The result is a bun packed with essential vitamins, minerals, and natural dietary fibre, offering both nutrition and delight in every bite.

Dr. Sridevi Annapurna Singh, Director of CSIR-CFTRI, said, "Our collaboration with McDonald's India (W&S) signifies a strategic integration of advanced food technology and industry-leading best practices. This joint effort is a pivotal step towards developing menu items that offer added nutritional value and also delight the palate. With CSIR-CFTRI's cutting-edge research capabilities, combined with McDonald's India's operational expertise and commitment to quality, we believe we are ushering in a new era of giving food a great future."

This long-term partnership between McDonald's India (W&S) and CSIR-CFTRI aims to explore new avenues in nutritional innovation with benefits to the end consumer top of mind. Together, both the organizations are committed to craft menu items that are both wholesome and delicious catering to the evolving eating preferences of customers, with an emphasis on combining traditional ingredients like millets with modern food science and technology.

Akshay Jatia, Executive Director, McDonald's India (W&S) added, "At McDonald's India (W&S), we are on a long-term journey to offer 'Real Food that is Real Good.' The introduction of the Multi-Millet Bun is a reflection of our ongoing efforts to enhance the nutritional value of our offerings while staying true to the taste our customers love. We are grateful to CFTRI for their invaluable expertise in helping us bring this unique product to life, further advancing our mission to provide mindful eating choices."

The launch of the Multi-Millet Bun marks a significant milestone in McDonald's India's 'Real Food Real Good' journey, initiated six years ago. This philosophy underscores the brand's unwavering focus on



quality, ensuring the menu items are free from artificial colours, artificial flavours, and artificial preservatives, and with no added MSG in the chicken offerings. For nearly three decades, McDonald's India has remained committed to using fresh, locally sourced ingredients from globally recognized suppliers, making it a trusted partner for its valued customers.

Customers can now savour their favourite burgers, from the classic McAloo Tikki to the fiery McSpicy Paneer, in a nutritional avatar with multiple added goodness by opting for the new Multi-Millet Bun at their nearest McDonald's restaurants in West and South India, on-the-go via Drive-Thru and also can order through the McDelivery App.

About Westlife:

Westlife Foodworld Limited (BSE: 505533) (WFL), formerly known as Westlife Development Ltd (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 subsidiary.

About 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 the region since its inception in 1996. HRPL serves over 200 million customers, annually, at its 403 (as of June 30, 2024) McDonald's restaurants across 66 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa along with 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-thrus, McCafé, 24x7, McDelivery, McBreakfast and dessert kiosks. The menu features Burgers, Wraps, Hot and Cold Beverages besides a wide range of desserts. Majority 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 media queries kindly contact:

Sumeet Chhabra

sumeet.chhabra@mcdonaldsindia.com

+91 9619437559

Nicole Fichardo

Avian WE

nicole@avianwe.com

+91 9833954938
