



WESTLIFE FOODWORLD 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

24th July, 2025

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 : Press /Media Release - McDonald's India launches first of its kind 'Protein Plus Slice' in collaboration with CSIR-CFTRI

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

Dear Sir,

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/Media Release for McDonald's India launches first of its kind 'Protein Plus Slice' in collaboration with CSIR-CFTRI.

Requesting you to kindly take the same on record. The same would be available on the Company's website on www.westlife.co.in

Yours faithfully,

For Westlife Foodworld Ltd.

Dr Shatadru Sengupta
Company Secretary

Encl : as above



McDonald's India launches first of its kind 'Protein Plus Slice' in collaboration with CSIR-CFTRI

The 100% Veg innovation revolutionizes eating at McDonald's, enabling unmatched protein customization

Mumbai, July 24, 2025 – McDonald's India (West & South), operated by Westlife Foodworld, has taken another bold step forward in its journey of mindful indulgence by giving customers the power to personalize their protein intake like never before. The brand today announced the launch of its innovative 'Protein Plus Range', featuring a first-of-its-kind 100% vegetarian, plant-based 'Protein Slice' that adds 5 grams of protein to any burger. For the first time in the QSR industry, McDonald's is revolutionizing how people eat at its restaurants by allowing customers to add one, two, or even three Protein Plus slices to their favourite burgers. This breakthrough empowers customers with greater nutritional choice, without compromising on the great taste they love.

The slice integrates seamlessly into McDonald's existing burgers, allowing customers to increase their protein consumption with ease. For example, with the Protein Slice added, the McSpicy Paneer offers 25.29g of protein, the McChicken delivers 20.66g, the McVeggie has 15.24g, and even the iconic McAlloo Tikki, a balanced meal by itself, provides 13.5g of protein, redefining possibilities in a QSR.

The Protein Plus Slice has been developed in collaboration with the prestigious **CSIR-Central Food Technological Research Institute (CFTRI)**, under the Ministry of Science & Technology, Government of India. Made from 100% vegetarian ingredients, including soy and pea, the Protein Plus Slice contains no artificial colours or flavours and is free from onion and garlic, making it suitable for a wide range of dietary preferences.

Akshay Jatia, Chief Executive Officer, Westlife Foodworld said, "At McDonald's India, we have always believed in giving our customers more choice, and this time, we are giving them the power to personalize their protein intake. The Protein Plus Range allows them to enjoy their favourite McDonald's burgers without compromising on their protein needs or the taste. It also reflects our ongoing commitment to our 'Real Food, Real Good' philosophy, bringing together flavour, nutrition, and food science. We are grateful to CSIR-CFTRI for partnering with us to bring this forward-thinking product to life. Together, we remain committed to crafting menu items that are both wholesome and delicious, combining locally available ingredients in a way where great taste and nutrition go hand in hand."

CSIR-CFTRI's scientific expertise and deep understanding of protein research helped create a slice that delivers high nutritional value while maintaining the signature taste, texture, and quality that McDonald's is known for. This marks McDonald's India's second strategic partnership with CSIR-CFTRI, following the successful launch of the Multi-Millet Bun last year.



Dr. Sridevi Annapurna Singh, Director, CSIR-CFTRI said, “Building on our earlier success with the Multi-Millet Bun, we are excited to continue our partnership with McDonald’s India to advance nutritional innovation in the QSR space. The Protein Plus slice is an outcome of science-backed formulation and a shared vision to elevate everyday meals through nutrition. This partnership showcases how industry and scientific institutions can come together to bring meaningful nutritional upgrades to mainstream eating.”

The **Protein Plus Meals** will be available in both vegetarian and non-vegetarian options. The vegetarian Protein Plus Meal includes a burger enhanced with the Protein Slice, paired with a protein-rich corn cup and Coke Zero. The non-vegetarian option includes the McCrispy Chicken with Protein Slice, 4-piece Chicken McNuggets, and Coke Zero, delivering a wholesome, protein-enriched meal.

The launch is a key milestone in McDonald’s India’s Real Food, Real Good journey, which began seven years ago. Staying true to this philosophy, the brand maintains an unwavering focus on quality, ensuring its menu items are free from artificial colours, artificial flavours, and artificial preservatives, and with no added MSG in the chicken offerings. McDonald’s India continues to use fresh, locally sourced ingredients from globally recognized suppliers building on nearly three decades of customer trust.

This innovation reflects the brand’s deep understanding of the growing awareness and demand for protein among Indian consumers. The new Protein Plus range is now available across McDonald’s restaurants in West and South India. Customers can now savour their favourite burgers with the added nutritional goodness of protein, whether dining in, picking up via Drive-Thru, or ordering from the comfort of their homes through the McDelivery app.

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 444 (as of June 30, 2025) McDonald’s restaurants across 71 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, McCafe, 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