



WESTLIFE FOODWORLD LTD.

[Formerly known as Westlife Development Ltd.]

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29th January, 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 : Compliance with Regulations 30 of the SEBI (LODR) Regulations, 2015;
Submission of Press Release for the quarter ended 31st December, 2024.**

**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 attached the Press Release for the quarter ended 31st December, 2024.

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

Please note that the meeting started at 12:05 p.m. and concluded at 2:45 p.m.

Thanking you,

Yours faithfully,

For Westlife Foodworld Ltd.

SHATADRU Digitally signed by
SHATADRU SENGUPTA
SENGUPTA Date: 2025.01.29
14:47:20 +05'30'

Dr Shatadru Sengupta
Company Secretary

Encl : as above



Westlife Foodworld announces Q3 FY25 financial results

Mumbai - January 29, 2025: Westlife Foodworld Limited, the owner-operator of McDonald's restaurants across West and South India, announced its financial results for the third quarter of FY25. The company demonstrated resilience and strategic focus amid challenging environments.

The company achieved Q3 sales of Rs. 6.54 billion, marking a year-on-year (YoY) growth of 9%. Same-store Sales Growth (SSSG) improved to 2.8% YoY, a significant recovery compared to -6.5% in Q2 FY25. This growth was driven by gradually improving footfalls and a stable average check. The momentum was broad-based, with both On-Premise and Off-Premise businesses growing at 9% YoY. Off-premise channels, which contributed 42% to total sales, remained stable and aligned with the past two-year average.

The quarter saw strong progress in several key areas. Cash PAT stood at Rs. 520 million, representing 8% of sales. Digital channels contributed over 70% of total sales during the quarter, fuelled by increasing adoption of Self-Ordering Kiosks (SOK) and a growing base of My M Rewards Loyalty program enrolments. The cumulative app downloads exceeded 39 million, with a 13% YoY increase in monthly active users.

The Everyday McSaver Meals platform and the newly launched McSaver Combos programs continued to enhance affordability scores and drove foot traffic, reinforcing the brand's commitment to value. Meanwhile, the #ShordaarCrunch campaign for McCrispy burgers resonated strongly with customers, driving premiumization and elevating brand engagement. The company further expanded its product portfolio with the launch of Chicken Surprise, a new entry-level burger that bolstered its Chicken platform.

Westlife Foodworld also made strong strides in restaurant expansion, adding 15 restaurants in Q3 FY25, taking its total presence to 421 restaurants across 67 cities (as of December 2024). With a sharp focus on South India, smaller towns, and Drive-Thrus, the company is poised to open 45-50 stores annually, aligning with its vision of 580-630 restaurants by 2027.

Despite soft consumption trends and inflationary pressures on key inputs such as oil, coffee, and cocoa, Westlife Foodworld demonstrated a commitment to operational efficiency. Gross margins improved sequentially to 70.1%, supported by a portfolio-level price hike of about 50 basis points. The company remains focused on maintaining stable gross margins at ~70% levels in the near term. However, Restaurant Operating Margins and Operating EBITDA margin were lower by around 200 basis points YoY due to operating deleverage and higher advertising and promotional spends. Profitability is expected to improve with higher volumes, and the company remains steadfast in its goal of delivering 18-20% Operating EBITDA margin by 2027.

Amit Jatia, Chairperson, Westlife Foodworld, said "Our performance in Q3 FY25 underscores the effectiveness of our strategy and our agility in navigating a challenging market landscape. With the improvement in Same Store Sales Growth and the success of one of our biggest initiatives, like the McCrispy campaign, we have strengthened our foundation for future growth. As we continue to expand our network and innovate our offerings, we are poised to achieve sustainable growth through strategic execution and delivering exceptional customer experiences."



Westlife Foodworld's strategic initiatives, focus on affordability through platforms like Everyday McSaver Meals, McSaver Combos and commitment to innovation continue to drive the brand's mission of making delicious feel-good moments easy for everyone.

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 421 (as of December 30, 2024) McDonald's restaurants across 67 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:

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