



Westlife Development unveils growth plans to mark 25 years in India

Mumbai, 13 October 2021: Westlife Development, the owner and operator of McDonald's restaurants in the west and south of India is celebrating its 25 years in India. On this occasion, the brand unveiled its growth plans for the next few years. Vice-Chairman Mr Amit Jatia said that in the last 25 years, the company has made a significant mark in the country and is looking forward to bigger strides in the coming years. The company will look at adding another 150-200 stores in the next 3-4 years. It will strengthen its leadership position in the burger, chicken and beverage segments further and aid the growth of the organized eating out market. To mark its 25th year in India and to further strengthen its leadership in the burger category, the company recently unveiled a new range of indulgent Gourmet Burgers.

The company is looking to invest 800-1000 crore rupees across the business over the next 3-4 years. This investment will go towards increasing the footprint, menu innovations, strengthening the company's supply chain, increasing its omnichannel presence and elevating consumer experience. All these initiatives are expected to create 6000-8000 direct and indirect jobs in the industry.

The next phase of growth for Westlife Development will see the company adopt more cutting-edge technology and data analytical tools as it endeavours to provide a personalised, feature-rich experience to consumers. The company is also committed to integrating more ESG practices into its business model to enhance overall competitiveness of the domestic QSR industry.

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 305 (as of June 30th, 2021) 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- thrus, 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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