

## #25ActsofHappy - The Iconic McDonald's Happy Meal™ gets a wholesome refresh with ITC's B Natural Mixed Fruit (No Added Sugar) and cup of hot corn

**Mumbai, 16<sup>th</sup> November 2021:** McDonald's India is delighting its young customers in a unique way – by giving a wholesome refresh to everyone's favourite Happy Meal. Here is what the new Happy Meal will include:

1. Choice of McAloo Tikki™ burger (balanced meal as per the guidelines of the National Institute of Nutrition (NIN)\*)/ McEgg Happy Meal burger (packed with the goodness of protein)
2. A pack of B Natural Mixed Fruit by ITC Ltd. (with no added sugar or preservatives)
3. A cup of hot juicy corn (Source of dietary fibre)
4. The iconic Happy Meal™ toy

McDonald's has partnered with leading FMCG company ITC Ltd. to add a differentiated fruit beverage, B Natural to the Happy Meal™. B Natural's Mixed Fruit (No Added Sugar) beverage is made from fruit pulp, puree & juice of six delicious Indian fruits. It is a source of Vitamin A and Vitamin C and contains no added sugar or preservatives.

This is yet another initiative by the brand to make its food more wholesome and nutritious. The new Happy Meal is available across all McDonald's restaurants in West and South India.

This initiative comes as a part of McDonald's #25ActsofHappy campaign undertaken by the brand to give customers sweet surprises through the year, as it completes 25 years in the country.

**Speaking on the launch of new Happy meal, Arvind RP, Director - Marketing and Communications, McDonald's India (West and South)** said, "At McDonald's, we have always been cognizant of the needs and demands of our ever-evolving consumers. Children are an integral part of the McDonald's family and we are excited to bring this new wholesome Happy Meal™ to them. This initiative helps us further strengthen our commitment to the Good Food Journey."

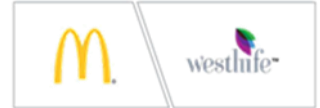
McDonald's India has also forged a strategic partnership with ITC to include its B Natural Beverage as a part of the Happy Meal™.

**Mr. Sanjay Singal, Chief Operating Officer – Dairy and Beverages, ITC Limited,** said, "At ITC Ltd, we are committed to delivering products to consumers that are differentiated and cater to their evolving needs. With consumer led and science-based products as offerings, B Natural has been at the forefront of reinventing the fruit beverage category with the introduction of beverages that are not made from concentrate, artificial colours, and preservatives."





Speaking on the partnership, he further added, “Such brand partnerships to set new standards for the industry are indeed encouraging and exciting.



*We are confident that the addition of the wholesome and nutritional B Natural mixed fruit beverage with no added sugar will make the Happy Meal more enjoyable.”*

Three years back, McDonald’s launched its Good Food Journey initiative by reengineering its existing menu to make it more wholesome and nutritious. It made some significant alterations to its menu like reducing sodium content by 20% in some of its products, reducing oil content in its mayonnaise,

making its patties 100% artificial preservative free, introducing the option of whole wheat buns and many more.

*(\*‘balanced’ meaning the right proportion of calories from carbohydrates, proteins and fat as per National Institute of Nutrition guidelines)*

**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 310 (as of September 30<sup>th</sup>, 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.*

**For any further queries, contact:**

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