



## **Westlife Development Ltd undergoes a Brand Refresh to name itself as Westlife Foodworld Ltd.**

**Mumbai - November 04: Westlife Development Ltd – the company that owns and operates the master franchisee of McDonald’s restaurants in West and South India** has announced the rebranding of its company name to **Westlife Foodworld Ltd**. The move aims to align and harmonize the company’s name more closely with the nature of its subsidiary’s business activities. Targeted at accelerating the company’s core business in the food service industry, this name change will strengthen its synergy with the current business operations.

Westlife’s wholly owned subsidiary – Hardcastle Restaurants Pvt Ltd from inception has been engaged in the food services business i.e., Quick Service Restaurants or QSR sector. The company changed the face of the Indian QSR industry when it brought the global brand McDonald’s to West and South India. In line with the brand’s *glocal* strategy, the company made big bold investments in setting up a strong supply chain ecosystem so that it could make the menu relevant to the taste palate of Indian consumers. To fuel the growth of McDonald’s in India, it set up a strong technology backbone for its company to ensure McDonald’s remains a modern, relevant, and progressive brand for Indian consumers. With such well-defined business strategies clubbed with a strong financial foundation; the company has grown McDonald’s to become one of the most loved food brands in the country.

**Speaking on the announcement of the company name change, Mr. Akshay Jatia, Executive Director, Westlife Foodworld Ltd** said *“When we brought McDonald’s under Westlife, our vision was to set up and expand a robust business in India for the brand and give value to all our stakeholders. We believe that the name Westlife Foodworld Ltd perfectly signifies the vast and glocal food and beverage portfolio that we have created with McDonald’s and its various brand extensions. We are committed to expanding the business with renewed vigour, and this name change will put us in stronger stead for the next leg of growth both for the brand and our company”*.

Westlife’s new name reflects the company’s focus on strengthening its business in the food service industry. Today, Westlife is recognized as a robust food service company and has built with it a family of over 10,000 employees. The company has hired local talent in the country to successfully grow and expand the McDonald’s business to over 300 restaurants today. **Westlife Foodworld Ltd** now owns 331 McDonald’s restaurants and 267 McCafes in West and South India.



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**About Westlife Foodworld Ltd:**

Westlife Foodworld Ltd (BSE: 505533) 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 331 (as of June 30th 2022) McDonald's restaurants across 48 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 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.