



McDonald's India (West and South) launches 'The Rashmika Meal' in collaboration with the popular film star Rashmika Mandanna

From the BTS Meal that was launched in over 50 markets worldwide to the latest Mariah Carey Meal in the US, the Famous Orders meal is now making its way to India with 'The Rashmika Meal'

Mumbai, 18th November 2021: Come 19th November and Rashmika Mandanna's fans are in for a special treat at McDonald's. McDonald's India (South and West) has curated a special meal - 'The Rashmika Meal', in collaboration with Superstar Rashmika Mandanna to delight her fans. This meal includes all of Rashmika's favorites – McSpicy Fried Chicken, McSpicy Chicken Burger, Piri Piri Fries, Nimbu Fizz and McFlurry, in an exclusive packaging.

Just like all of us, Rashmika has her own unique way of relishing her McDonald's meal. And now, with 'The Rashmika Meal' her fans too can eat it her way. She first likes to bite into the McSpicy Fried Chicken. Then she places the Piri Piri fries inside the McSpicy Chicken Burger and bites into it to spice it up real good. She then takes a huge swig of the refreshing Nimbu Fizz and concludes on a sweet note with a generous bite of the creamy McFlurry. McDonald's India has also unveiled a TVC that shows Rashmika enjoying her meal in her unique way.

Speaking on the launch of the The Rashmika Meal, **Arvind RP, Director - Marketing and Communications, McDonald's India (West and South)** says, "Everyone, including the most famous celebrities have their go-to order at McDonald's. We are really excited to collaborate with Rashmika and bring 'The Rashmika Meal' to her millions of fans, and can't wait to see them enjoy it just the way she does"

When asked about this unique association **Rashmika Mandanna** said, "McDonald's has been my comfort food for as long as I can remember. I have grown up with the brand. I have always loved to indulge in the McSpicy Chicken Burger with Piri Piri fries placed inside it. McFlurry has been another go-to to celebrate all big and small wins of life. I am so excited to share my McDonald's favourites with everyone."





[The Rashmika Meal | McDonald's India - YouTube](#)

The Famous Orders platform has seen global success at McDonald's. From the Mariah Carey Meal in the US, to the BTS Meal that was launched in over 50 markets worldwide, the Famous Orders meal is now making its way to India where McDonald's India is introducing the Rashmika Meal in the Southern markets of India.

'The Rashmika Meal' will be available across all McDonald's restaurants in South India. Customers can order the meal through contactless delivery, contactless takeout, on the go or dine-in at a McDonald's. This meal will be available only for a limited time.

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 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.

For any further queries, contact:

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