



McDonald's India launches first All-Women Gold Standard Drive-Thru Restaurant in Ekta Nagar

- This new restaurant opens in the vicinity of the state-of-the-art Statue of Unity
- Parent company, Westlife Development Ltd. employed 28 women from nearby villages to run this restaurant
- Spread over 17,000 Sq. Ft., this Gold Standard Drive-Thru Restaurant has a seating capacity for 130 people and provides over 60 car and 50 bike parking spots

Ahmedabad – June 30, 2022: McDonald's India West and South, owned and operated by Westlife Development Ltd has announced the launch of its first-ever All-Women crew Gold Standard Drive-Thru Restaurant in Ekta Nagar. This special McDonald's restaurant is in the vicinity of the state-of-the-art Statue of Unity. Strategically located just before the entrance to the Statue of Unity and opposite the Ekta Nagar Railway station, the Drive-Thru is spread over 17,000 square feet, seats more than 130 customers, and accommodates 60+ car parking and 50+ bike parking spots. With this launch, Westlife now owns and operates 45 restaurants in Gujarat.

This McDonald's Experience of the Future (EOTF) restaurant will have self-ordering kiosks, table-top mobile chargers, and other innovative features offering a seamless digital dining experience to its customers.

Smita Jatia, MD, Westlife Development Ltd, said, "It is an honour for us to launch our maiden All-Women employee led Drive Thru Restaurant in Ekta Nagar – at the land of the prestigious Statue of Unity. In line with the Prime Minister's vision of women empowerment, we believe that this initiative will enable us to strengthen our commitment towards diversity and inclusion as well as fostering communities, by bringing in more women from the region to the workforce. We aim to provide equal opportunities by upskilling women from neighbouring villages at our Ekta Nagar restaurant. We are excited to provide a unique and inspiring dining and drive thru experience to the tourists by our committed women staff."

This Drive-Thru has employed 28 women from nearby villages to run this restaurant, of which 90% of the women workforce are recruited from the GMR Foundation, working for the development of under-served communities through initiatives in education, health and livelihoods.

The women crew helming this restaurant have been trained as per FSSAI guidelines on all the necessary safety, hygiene and other restaurant procedures. This McDonald's restaurant will serve its ever-popular menu items like Maharaja Mac, McAloo Tikki, McVeggie, Filet-O-Fish, McSpicy Paneer/Chicken, the newly launched Gourmet Burger Collection along with its classic fries, desserts and much more. The quick service restaurant also has a McCafé for coffee enthusiasts where they can savour its handcrafted coffee and go through a perfect café experience.

In addition to dine-in and drive thru, this McDonald's restaurant will also facilitate customers with delivery, takeout and on-the-go via the McDelivery app.



For any further information, kindly contact:

Sumeet Chhabra

Corporate Communications

sumeet.chhabra@mcdonaldsindia.com

9619437559

Bhumika Advani

Public Relations

AvianWe

bhumikaa@avianwe.com

+91 9819721919

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:

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 **326** (as of March 31st 2022) McDonald's restaurants across 47 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, 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.