



WESTLIFE DEVELOPMENT LTD APPOINTS AKSHAY JATIA AS EXECUTIVE DIRECTOR

Mumbai, June 06, 2022: Westlife Development Limited, owner and operator of the master franchisee of McDonald's® restaurants in West & South India has appointed Akshay Jatia as Executive Director of the organization. In his new role, Akshay will now lead the overall business strategy to further strengthen McDonald's as the food-tech destination of choice across platforms in West and South India. He will be responsible for the long-term strategy for Westlife as well as the supervision and management of the company's affairs.

Akshay joined McDonald's in 2015, and over the last seven years, has worked cross-functionally to drive strategy, operations, marketing, and IT and synergized them to grow the brand. He has successfully led many business-critical projects.

Commenting on this new development, Amit Jatia, Vice Chairman – Westlife Development Limited said, *“Akshay is a strong, dynamic, and values-driven leader and I would like to congratulate him on his promotion. In the past, he has successfully led the omnichannel strategy and built the delivery system from inception besides spearheading several tech innovations for McDonald's which has made the brand progressive and relevant for our ever-evolving consumers. I am confident that Akshay's strengths, new-age thinking, and experience will help in driving our business to its next level of success”.*

Speaking on his appointment as Executive Director at Westlife Development Limited, Akshay Jatia said, *“I am honoured to have been given this new role at the company, and I look forward to taking the vision of growing McDonald's into a brand that is equal parts food and technology to the next level. With the team, my goal is to build a transformational business driven by technology and operational excellence and continue serving millions of customers across West and South India more effectively”.*

Prior to this, Akshay had been instrumental in setting up the digital team and spearheading many digital innovations across the business. He played a key role in growing and consolidating the company's brand extensions - McDelivery, McCafé, and McBreakfast. Under his leadership, McDonald's became the first QSR to launch its own delivery app – McDelivery. Further, it revolutionized the customer experience for the QSR industry with the launch of its 'Experience of The Future' (EOTF) restaurants.

Akshay is an alumnus of New York University and holds a Bachelor of Science degree with majors in Finance and International Business from the Leonard N. Stern School of Business.



For any further information kindly contact:

Sulakshna Mukherjee

Corporate Communications

sulakshna.mukherjee@mcdonaldsindia.com

8433832379

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:

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, 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.