



## McDonald's India launches its first restaurant in Bhilai, expands its footprint in Chattisgarh

**Bhilai, February 14, 2022:** Westlife Development Limited, owner of the master franchisee McDonald's® restaurants in West & South India, today announced the opening of its first restaurant in the "Steel City of Central India" - Bhilai. The modern, contemporary McDonald's restaurant is located in Bhilai's Surya TI mall. It is an Experience of the Future (EOTF) restaurant that offers its customers an elevated digital experience with self-ordering kiosks, table-top mobile chargers and more.

The new sprawling store is spread across two levels and can seat around 130 people. The restaurant will offer a wide range of vegetarian and non-vegetarian food and beverage options. It will serve all-time favourites like the Maharaja Mac, McChicken™, McVeggie, McAloo Tikki, Big Spicy Paneer and Chicken wraps, and the new Gourmet Burger Collection along with the signature fries and desserts. It also houses a McCafé that offers great handcrafted coffee to its customers. Customers in Bhilai can also order food from the comfort of their homes through the McDelivery App.

**Commenting on the launch of the new McDonald's outlet in Bhilai, Mr. Saurabh Kalra - Chief Operating Officer, Hardcastle Restaurants Pvt Ltd said,** *"We are very excited to open our restaurant in Bhilai. Being an industrial town and a seat of learning, Bhilai has a diverse population. We believe that McDonald's, with its wide range of offerings across dayparts, will be able to cater to the residents of Bhilai across all demographics. We extend a warm welcome to our customers and look forward to making everyone in Bhilai say "i'm lovin' it".*

During the pandemic, McDonald's had implemented 42 safety and hygiene protocols across its restaurants in the West and South of India as part of its Golden Guarantee initiative to continue giving consumers a safe and hygienic restaurant and food experience. McDonald's welcomes the residents of Bhilai to enjoy a memorable gastronomic experience, courteous and quick service, with quality food that is the hallmark of the brand.

**\*\*\*THE END\*\*\***

### **About Westlife Development:**

Westlife Development Limited (BSE: 505533) (WDL) focuses on setting up and operating Quick Service Restaurants (QSRs) 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):**

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 **316** (as of December 31<sup>st</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 the 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.*

**For any further queries, contact:**

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