



WESTLIFE DEVELOPMENT LTD.

Regd. Off.: 1001, Tower-3 • 10th Floor • Indiabulls Finance Centre •
Senapati Bapat Marg • Elphinstone Road • Mumbai 400 013
Tel : 022-4913 5000 Fax : 022-4913 5001
CIN No. : L65990MH1982PLC028593
Website : www.westlife.co.in | E-mail id : shatadru@westlife.co.in

REF: SS:BSE:085

27th April, 2015

The Secretary
BSE Ltd.
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

Dear Sir,

Sub: Press Statement - "McDonald's announcing the expansion of its menu in South India"

Re: Westlife Development Limited (the Company) : Scrip Code - 505533

In compliance with Clause 31(e) of the Listing Agreement, please find enclosed herewith soft copy of Press Statement regarding "McDonald's announcing the expansion of its menu in South India" by Hardcastle Restaurants Private Limited, our Subsidiary Company.

You are requested to take the same on record.

Thanking you,

Yours faithfully,

For Westlife Development Ltd.

Dr. Shatadru Sengupta
Company Secretary

Encl : a/a



Press Statement

Westlife Development Limited (BSE: 505533), owner of the Master Franchisee of McDonald's® restaurants in West & South India, today announced the expansion of its menu in South India by fortifying its Chicken portfolio and offering a customized regional product.

About the Company:

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 this part of India since its inception in 1996.

HRPL serves approximately 180 million customers, annually, at its 202 (as of December 31, 2014) McDonald's restaurants across 24 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala and parts of Madhya Pradesh, and provides direct employment to over 7,500 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thrus, 24/7, McDelivery and dessert kiosks. The menu features Burgers, Finger Foods, Wraps, 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 where HRPL operates.

For any further information kindly contact:

McDonald's India (West & South)

Archana Mohta

M: +91 9833758933

E: archana.mohta@mcdonaldsindia.com

Torque Communications

Aakanksha Pathak

M: +91 8879518515

E: aakanksha@torquemail.com



T : +91-22-4913 5000
F : +91-22-4913 5001

W : www.mcdonaldsindia.com
www.westlife.co.in

Hardcastle Restaurants Pvt. Ltd.
1601-1602, Tower-3, 16th Floor
Indiabulls Finance Centre
Senapati Bapat Marg
Elphinstone Road
Mumbai - 400 013