



Press Release

For Immediate Dissemination

McDonald's makes their menu Royale

~ Sumptuous new sandwiches offer a Royale treat ~

Mumbai, 01 April 2014: Hardcastle Restaurants Private Limited (HRPL), a Master Franchisee for west & south India operations of McDonald's and a subsidiary of Westlife Development Limited, a company listed on the Bombay Stock Exchange (BSE: 505533), announced the launch of its new sandwiches - McPaneer Royale & Grilled Chicken Royale.

The McPaneer Royale proudly holds the rich grilled paneer patties marinated with herbs, skillfully layered with different types of lettuce, red cabbage and carrot sandwiched between 4.5" long cornmeal dusted buns. Thin slices of tomato and jalapeno along with a creamy cheese and onion sauce add a dash of tanginess to the McPaneer Royale. On the other hand the Grilled Chicken Royale is a lip smacking combination of McDonald's classic Grilled Chicken Patties clubbed with minced chicken cold cuts ensconced between fresh, crisp lettuce, tomato slices and loads of exotic salad drizzled with creamy veg mayonnaise sauce for the extra zest.

Commenting on the introduction of the premium Royale sandwiches, **Mr. Rameet Arora, Senior Director, Marketing and Menu Management, Hardcastle Restaurants Private Limited** said, *"We are delighted to announce the launch of our new sandwiches - McPaneer Royale & Grilled Chicken Royale. The two delectable sandwiches add an enticing twist to McDonald's existing menu that offers over 70 items to choose from.*

We have seen a rising demand from customers for wholesome filling products that they can enjoy as a complete meal at lunch or dinner time. These two sandwiches offer an outstanding mealtime experience for customers across the board. We are sure that our new Royale range



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will keep customers coming back for more!"

He further added, "Earlier this year, we launched three new wraps - McAloo wrap, Egg Wrap and Grilled Chicken wrap with Chipotle sauce and now the introduction of new range of sandwiches further adds to McDonald's continual expansion of its menu offerings and brand, aiming to grow not just its share of sales in the QSR industry but in the industry as a whole."

McPaneer Royale & Grilled Chicken Royale will be available in McDonald's - 183 restaurants in the west and south India from Tuesday, 1st April 2014.

About the company:

Hardcastle Restaurants Pvt. Ltd. (HRPL) is a subsidiary of BSE listed Westlife Development Limited (BSE: 505533), which focuses on putting up and operating Quick Service Restaurants (QSR) in India. 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 165 million customers, annually, at McDonald's restaurants in the states of Andhra Pradesh, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala and parts of Madhya Pradesh, and provides direct employment to over 8,000 employees. McDonald's operates through various formats and brand extensions including standalone restaurants, drive-thru's, 24/7, McDelivery, dessert Kiosks. The menu features Burgers, Finger Foods, Wraps, Hot and Cold Beverages besides a wide range of desserts. Several of the McDonald's Restaurant feature in-house McCafé facilities.

The pillars of the McDonald's system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates.

More details are available on the website: www.mcdonaldsindia.com

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