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McDonald's Perks up Puneities with Freshly Brewed McCafé® Coffee

~ Opens Four McCafés® across the city ~

Pune, November 18th, 2014. Hardcastle Restaurants Pvt. Ltd (HRPL), a Master Franchise for West and South operations of McDonald's Restaurants and a direct subsidiary of Westlife Development Limited, a company listed on the Bombay Stock Exchange (BSE : 505533), today officially announced the launch of four McCafés® in Pune. Customers can now indulge in a wide assortment of gourmet coffees and desserts at McCafé® situated at **Amanora Mall, Pimpri, Hingewadi, and Magarpatta.**

McDonald's launched its most successful global brand extension 'McCafé' – an in-house coffee style chain last year in India. By embracing the coffee culture that is fast gaining acceptance in India, McCafé® aims to reach out to as many Indians as the best place to enjoy a range of premium specialty coffee including cappuccino, latte, iced mocha and frappe. With a strong coffee foundation, HRPL (McDonald's West & South India) recognized an unmet need, for existing and new customers, in the rapidly growing Indian specialty coffee segment.

McCafé® uses 100% Arabica coffee beans that are specially brewed by professionally trained baristas which are medium roasted to perfection, then freshly ground with every order to maintain flavour and quality and ensures freshness in every cup. The coffee beans and espresso blend at the heart of the coffee are locally sourced from sustainable farms in Chikmangalur, India. In addition to its specialty coffees, McCafé also offers quality beverages such as hot chocolate, specialty teas along with a tempting selection of cookies, pastries and muffins. Beverages can be made to order by requesting baristas to add extra espresso or flavor shots like Caramel, French Vanilla, Roasted Hazelnut or Irish Cream, as well as real whipped cream for those who like their beverage a little richer. Prices of beverages range from Rs. 90 for a latte or cappuccino and Rs. 110 for a frappe.



Speaking at launch, **Ms. Smita Jatia, Managing Director of McDonald's India – West & South** said, *“McCafé celebrates its first anniversary successfully with the launch of four outlets back-to-back in Pune City. Our range of premium coffees and specialty teas offer great value for money and can be enjoyed in the relaxing ambiance of McCafé – which is housed within McDonald’s restaurants. Customers can experience the McDonald's they know and love, or explore and enjoy this new concept that will add a unique dimension to their visit.”*

***She further added,** “According to Technopak Advisors, the organized café market in India, is currently \$230 million and is likely to hit \$410 million by 2017. We see a huge potential here and will continue to expand our beverages platform to serve as one stop destination for all customers across all day parts. The launch of McCafé® brand is a major step in our beverage growth strategy and building on the strong brewed coffee success. In a span of one year we have been able to expand our McCafé® network across 27 restaurants in 4 cities – Mumbai, Ahmedabad, Nashik & Pune, well on track as per the stated goal to launch 75-150 McCafés over the next 3-5 years, a clear testament to the fact that our coffees, frappes and muffins have been very well accepted by customers in west India.*

The store-in-store format enables a quick roll-out of a McCafé with an investment of Rs 30-35 lakhs per outlet across key trading areas in metro cities of west & south India to make it easily accessible to our consumers. The expansion of the McCafé® brand and its product offering is part of the company’s goal to elevate its coffee portfolio and to become India’s favourite destination for good food and quality beverages. We believe that we will be able to delight customers at Pune too with our freshly brewed aromatic coffees.”

McCafé is the third line-extension for McDonald's in India after it added McDelivery and Dessert Kiosks in the last few years. Besides extending its McCafé® product portfolio, the restaurant re-imaging initiative gave the company a unique opportunity to create a defined space for McCafé® in-restaurant, creating a brand within a brand at the point-of-sale. The concept of McCafé® operating inside the existing McDonald’s restaurants opens the door for the golden arches patrons in Pune to a premium coffee experience!



About McCafé®.

McCafé® is a coffee-house-style food and drink chain, owned by McDonald's. Created and launched in Melbourne, Australia in 1993, the chain reflects a consumer trend towards espresso coffees. The chain is spread worldwide, with the first one in the United States opening in Chicago, Illinois, in May 2001 when there were about 300 worldwide. Today, McCafé® is across Costa Rica, Japan, Paraguay, South Africa, Spain, Ukraine, Canada, Malaysia and UK. There are over 13,000 restaurants that sell the McCafé® products worldwide. Globally, McCafé's® product line consists of mocha, cappuccino, espresso, Americano, latte, iced latte, iced mocha and hot chocolate iced frappés, iced fruit smoothies besides a wide range of pastries and muffins.

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 175 million customers, annually, at its 192 (as of Q2FY15) McDonald's restaurants in 20 cities across the states of Andhra Pradesh, 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-thru's, 24/7, McDelivery, Web and Mobile ordering, Breakfasts 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 Restaurant feature 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. More details are available on the website: www.mcdonaldsindia.com

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