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# **McDonald's CNBC Consumer Awaaz Awards Release Coverage Document**



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### **McDonald's India bags CNBC Awaaz Consumer Award**

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The CNBC Awaaz Consumer Awards salute those brands that millions of Indians have chosen to buy, to try, to experience and to own.

McDonald's India was today presented with the prestigious CNBC Awaaz Consumer Awards in the category of the Most Preferred Multi Brand Fast Food outlets, at an event held in Mumbai. The CNBC Awaaz Consumer Awards salute those brands that millions of Indians have chosen to buy, to try, to experience and to own. The award was presented by Mr. Digvijay Singh AICC, General Secretary, Congress & Miss. Chanda Kocchar Deputy MD, ICICI Bank Ltd. to McDonald's.

Commenting on the award, Mr. Amit Jatia MD, McDonald's India (West & South) said, "It is a great honor to receive the CNBC consumer award. This is the 3rd year that McDonald's has been presented with this award, which is a testament to the trust and loyalty our customers have shown in us as we endeavor to build the brand in India . McDonald's has been built on three key platforms of Value, Convenience & Great Taste and we will continue to strengthen these core values as we grow our brand in the country."

The CNBC Consumers Awards was based on a quantitative research that was carried out in 12 cities spanning 11 states in India. A total of 2,000 interviews were conducted across urban centers that interviewed male and female adults in the age group of 18-45 years from Sec A, B and C households. Consumers who were current users or intenders for the category in the near



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future were interviewed for those categories to arrive at the list of “Preferred Brands” and the key drivers in the selection of those brands.

In the past McDonald’s has been honored with several awards including featuring on Business World’s ‘Most Respected Companies of India’, the Images Retail Award in the Catering Services Category and was the top ranked 1st Quick Service Restaurant Brand in the Great Place to Work survey in 2009.