



Celebrate the festival of kites with McDonald's

McDonald's introduces Kite Meals to celebrate Makarsankranti

6th Jan: Celebrating the colourful festival of kites– Makarsankranti, McDonald's India, has introduced a special Kite Meal promotion across markets. Diners at McDonald's restaurant will be given a set of 5 multi-coloured kites with every Happy Meal and Extra Value Meal (EVM).

Kite Meal will come in two options:

Kite EVM Meal = 1 Burger+1 Fries+ 1Coke+ 1 envelope containing 5 multicoloured Kites

Or

Kite Happy Meal = 1 Burger+1 Toy+ 1Coke+ 1 envelope containing 5 multicoloured Kites

Commenting on the offer, Mr. Arvind Singhal, Director Marketing, McDonald's India (West & South) said, "Kite flying is one of the most popular festivals in India and is celebrated with great fun and fervor. At McDonald's the customer is the central focus of everything we do. By creating the special Kite Meals we at McDonald's attempt to add to the festive cheer and make this Makarsankranti even more special, thus ensuring the customers say "I'm lovin' it."

The promotion will last till 21st Jan or till stocks last in Gujarat & MP and till 19th Jan or till stocks last in the rest of the markets. The Kite Happy Meal starts from Rs 105 onwards and Kite Extra Value Meals begins from Rs 85.

About McDonald's India:

McDonald's is the world's leading food service retailer with more than 32,000 restaurants in 120 countries serving 50 million customers each day.

Celebrating 13 years of leadership in food service retailing in India, McDonald's today has a network of 180 restaurants across the country, with its first restaurant launch way back in 1996. Prior to its launch, the company invested four years to develop its unique cold chain, which has brought about a veritable revolution in food handling, immensely benefiting the farmers at one end and enabling customers to get the highest quality food products, absolutely fresh and at a great value.



In line with its respect for local culture, India is the first country in the world where McDonald's does not offer any beef or pork items. McDonald's has also re-engineered its operations to address the special requirements of vegetarians. Vegetable products are kept separate throughout the various stages of procurement, cooking and serving. The mayonnaise and the soft serves are also 100% vegetarian.

For further requirements kindly contact:

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