



Press Release

McDonald's is all set to make you go umm...

McDonald's launches global favourite – Chicken McNuggets – in India

26th May 2009, Mumbai: McDonald's today introduced another mouth watering phenomenon to the McDonald's India family, the Chicken McNuggets, as part of its on going menu innovation programme. The product was launched in a very exciting format where Cyrus Broacha asking questions to Mr. Amit Jatia, MD McDonald's India about McDonald's, its success and menu management in form of a chat show. The excitement just went up when human size floats of the products from the McDonald's family which made entry on the stage. The Chicken McNuggets were unveiled in a jack in box format where two human nuggets popped and waved the audience. To have a first hand experience the audience were also served hot & delicious McNuggets.

Chicken McNuggets are bite sized pieces of breaded boneless chicken formed in various shapes like Ball, Boot, Bell & Bone, fried and served hot with smoke-flavoured Barbeque Sauce or Mustard Sauce. McNuggets is a fun two fingered food coated with a crispy golden tempura that gives it a soft & juicy inner and crispy outer. Chicken McNuggets have been a global phenomenon ever since their introduction in 1983. Chicken McNuggets, which features among the Billion Dollar Brands, has a massive fan following with around 4.8 million McNuggets currently being sold annually in over 100 countries. McDonald's Chicken McNuggets are made with quality white meat chicken and contain zero grams of trans fat per serving. McDonald's Chicken McNuggets will be available in all 160 McDonald's restaurants across India with price range starting from Rs. 69 for a six piece box.

Speaking on the introduction of this new product to Indian customers, Mr. Amit Jatia, MD McDonald's India (West & South) said, "Celebrating 25 successful years globally, Chicken McNuggets will now be a part of the Indian menu. We are delighted to introduce a McDonald's global core product, Chicken McNuggets to our Indian customers. The introduction is in line with our growth strategy of constantly adding fresh zing to our product portfolio and giving our customers in India something new to look



forward to constantly. We are sure the Chicken McNuggets will have a cult following in India, as it does in markets across the world.”

McDonald's India has witnessed a double-digit growth this year and same-store sales have increased by 30% over the last year. In 2009 McDonald's will expand its presence in India by setting up 40 new restaurants with an addition of 2000 employees.

Commenting on the growth at McDonald's, Mr. Jatia said, “McDonald's India with its constant innovation in formats and menu has shown consistent growth in the country. Our expansion plans focus on the convenience of the customer with the primary aim of serving them *what* they want, *where* they want it. McDonald's is constantly investing in strengthening its supply chain, product development processes and in innovative retail formats to ensure a satisfied customer. The addition of Chicken McNuggets to the menu is expected to reach out to a larger customer base and thus ensure growth.”

McDonald's is increasingly reaching out to customers leveraging a range of innovative formats ranging from kiosks and petrol pumps to home delivery and introducing formats such as drive thru's to the Indian consumer. With focus on its product innovations promise, McDonald's had recently launched the New Chatpata McAloo Tikki burger and Shake Shake Fries.

Chicken McNuggets will be available across India in options of six pieces and nine pieces costing Rs 69 & Rs 99 respectively. Chicken McNuggets will also be available as a part of McDonald's Value Meals and McDonald's Happy Meals options and can also be ordered at home through the McDelivery service in select markets.

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 157 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.

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