



## Dream Works Super Stars at McDonald's

**Baroda, 10th June 2009:** It's raining toys at McDonald's! McDonald's India is delighted to give its Happy Meal fans a golden opportunity to choose from a set of specially created Happy Meal toys from popular Dream Works Animation films. During this month's Happy Meal promotion McDonald's India will give all customers purchasing Happy Meals a toy depicting a Dream Work Animation character. Take a pick from your favourite characters from "Shrek", "Bee Movie", "Madagascar Escape 2 Africa" and "Kung Fu Panda".

In town to celebrate the McDonald's Happy Meal promotion was Po - the popular Giant Panda from the Dream Works Animation movie 'Kung Fu Panda' and Shrek, the friendly ogre from the Shrek series. Po and Shrek created an afternoon of energetic masti for over NUMBER children from NAME OF NGO. Making the occasion truly memorable for the kids, Po demonstrated some hilarious Kung Fu steps while Shrek got them on their feet with an entertaining dance performance. The lucky kids also took home a toy featuring their favourite movie Dream Work Animation character.

Commenting on the event Arvind Singhal, Head Marketing, McDonald's India, West & South said, "We always strive to give a complete experience to our young customers, and we are excited to give kids the opportunity to recreate the magic their favourite Dream Works animated characters with this unique collection of toys through this Happy Meal promotion."

This promotion is available at all McDonald's outlets from 1<sup>st</sup> June, 2009, to 19<sup>th</sup> June 2009 across Mumbai, Pune, Ahmedabad, Vadodara, Kolhapur, Bangalore, Chennai, Hyderabad, Nasik, Indore and Surat.

### **Brief Background on McDonald's:**

McDonald's is the world's leading food service retailer with more than 31,000 restaurants in 118 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 155 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.

McDonald's has retained the No. 1 position for 3<sup>rd</sup> consecutive year in the latest 'Business World Most Respected Companies of India', survey in the food retailing industry. The company was also awarded the 'CNBC Awaaz Consumer Award' in the 'Most Preferred Fast

Food Company' category. The company has also been honored with the Images Retail Award in the 'Catering Services Category' for the current year.

A leading food service retailer with 155 restaurants in India, McDonald's India caters to 3 lakh customers every single day.

**For Further Information, Please Contact:**

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