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**McDonald's
Har Chotti Khushi Ka
Celebration at
Mumbai – March 2010**

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Online

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Publication:	Audience Matters	Edition:	Online
Date:	4 th March 2010	Page:	
URL:	http://www.audiencematters.com/article-final.php?title=McDonald%20to%20put%20Rs%2050-60%20cr%20in%20marketing%20this%20year,%20plans%20to%20open%2040%20more%20outlets		

McDonald to put Rs 50-60 cr in marketing this year, plans to open 40 more outlets

By Imran Khan

Thursday, March 04, 2010



McDonald, the food service retailer has announced the launch of new campaign for its happy price menu that starts with Rs 20 onwards. Championed at 'Har Chotti Khushi Ka Celebration', the campaign is design to position McDonald's as the ideal venue and platform for individual to celebrate their little joys of life, the campaign focuses on the Chotti Khushi of celebrating with a happy price menu.

"For us, it's not just a campaign line but the way of making our consumer's life more enriching - and McDonald's provides consumers a chance to celebrate 'har choti khushi' by offering dual benefit of quick service and affordable pricing. In today's hectic pace of life, 'har choti khushi ka celebration' needs to be a mantra for a fulfilling life," says Arvind Singhal, director marketing, McDonald's India (west and south).

"We also have plans to launch a campaign for our meals such as McVeggi and McChicken this year. We also plan to open 40 more McDonald outlets this year. To market our new products and initiatives

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for consumers we look forward to spend across Rs 50-60 crore in 2010,” adds Singhal.

The brand’s iconic chief happiness officer Ronald McDonald and Omi Vaidya, who shot to fame after his role of ‘Chatur’ in 3 Idiots marked the launch of happy price menu at an event organised in Mumbai.

While continuing with their effort to promote the happy price menu and to celebrate every moment, McDonald organised a live chat show wherein McDonald and Vaidya share thoughts of what happiness meant to them personally and how they celebrate the small joys of life.

The event was aimed to spread cheer among the kids and youth of Nareshwadi, an NGO working towards suppression of malnutrition. The event came to a close with McDonald crowning Vaidya with the happiness crown for his stunning act to spread cheer among the kids.

McDonald’s founded its success in its strategy of branded affordability and introduced the ‘Happy Price Menu’ of Rs 20 onwards in 2004. At present, McDonald operates 200 retail food outlets across India and recently has added two more to its kitty by opening new restaurants in Bangalore and Chennai.

Earlier, McDonald’s has engaged its audiences with campaigns like - ‘Bahanas’, ‘bees mein full dhamal’, ‘baap ke zamane ka daam’ and now the latest campaign of ‘Har Chotti Khushi Ka Celebration’ where it conveys the message of celebrating small joys

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Date:	4 th March 2010	Page:	
URL:	http://www.imagesfood.com/news.aspx?Id=1627&topic=1		

McDonalds plans Rs 50-60 cr investment for marketing

04 Mar 2010



McDonalds has announced the launch of new campaign for its happy price menu which starts with Rs 20 onwards. Termed – 'Har Chotti Khushi Ka Celebration', the campaign is design to position McDonald's as the ideal venue and platform for individuals to celebrate their little joys of life.

Arvind Singhal, director marketing, McDonald's India (west and south) stated, "For us, it's not just a campaign line but the way of making our consumer's life more enriching - and McDonald's provides consumers a chance to celebrate 'har choti khushi' by offering dual benefit of quick service and affordable pricing. In today's hectic pace of life, 'har choti khushi ka celebration' needs to be a mantra for a fulfilling life."

"We also have plans to launch a campaign for our meals such as McVeggi and McChicken this year. We also plan to open 40 more McDonald outlets this year. To market our new products and initiatives

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for consumers we look forward to spend across Rs 50-60 crore in 2010,” he added.

Ronald McDonald and Omi Vaidya (who shot to fame after his role of ‘Chatur’ in 3 Idiots) marked the launch of happy price menu at an event organised in Mumbai.

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URL:	http://movies.rediff.com/slide-show/2010/mar/04/slide-show-1-celebrity-day-in-pix.htm#contentTop		



A man dressed as Ronald McDonald -- McDonald's mascot -- poses with Omi Vaidya (who shot to fame after his role of 'Chatur' in *3 Idiots*) at the launch of the food-chain's happy price menu in Mumbai.

Image: Ronald McDonald and Omi Vaidya

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Publication:	New Kerala	Edition:	Online
Date:	5 th March 2010	Page:	
URL:	http://www.newkerala.com/news/fullnews-64782.html		

McDonald's to spend Rs 50-60 crore on marketing Mumbai, Mar 5:

Global fast food retailer McDonald's India will spend Rs 50-60 crore on marketing in 2010.

It will also open 40 new outlets during the period.

The company's marketing spend will include the new 'Har Chotti Khushi Ka Celebration' campaign for its happy price menu with starting price point of Rs 20, the company said.

"We also have plans to launch a campaign for our meals such as 'McVeggi' and 'McChicken' this year. To market our new products and initiatives for consumers, we look forward to spend across Rs 50-60 crore in 2010," confirmed, McDonald's India (west and south), director (marketing) Arvind Singhal.

McDonald's is operating 200 retail food outlets across India and recently added two more restaurants in Bangalore and Chennai.

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Teapot Entertainment manages McDonalds' CSR activity



Celebrating the 'Har Chotti Khushi Ka Celebration' theme, McDonalds organized a live onstage show anchored by RJ Tarana at St. Andrews Auditorium in Mumbai, on March 3. Actor Omi Vaidya of '3 Idiots' fame was part of the celebration. The event was aimed to spread cheer among the kids and youth of Nareshwadi, an NGO working towards suppression of malnutrition. Present at the event were also representatives of Yuva, an NGO working for slum dwellers. The event was an initiative as part of McDonalds' corporate social responsibility.

Sharing his views on the event, Arvind Singhal, Director-Marketing, McDonald's India (West and south), said, "For us, it's not just an activity but the way of making our consumer's life more enriching."

The event provided a platform for kids to exhibit their talent in the presence of Omi Vaidya. The event came to a close with 'Ronald McDonald' crowning Omi with the happiness crown for his stunning act to spread cheer among the kids.

The event was managed by Teapot Entertainment. Talking about the

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initiative, a spokesperson from Teapot said, "We have worked for McDonalds in other cities for several activities. The brief for this campaign was to bring 'chotti khushi' on face of kids. We associated with the kids of Nareshwadi and the kids put up seven tribal performances. Around 200 people attended the event. In future, we look forward to doing many more activities for McDonalds."

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Har Chotti Khushi Ka celebration with McDonald's India Infoline News Service / 15:01, Mar 08, 2010

Celebrating the "Har Chotti Khushi Ka Celebration" in true king size, a live onstage show anchored by famous RJ Tarana was organized at St Andrews, Mumbai.



A baby's first step, the first time you bunked class, your first holiday out with friends, the first Valentines card you received, the look on your mothers face when you gifted her your first salary, or the look of an underprivileged child when he meets his favourite star – the small joys of life such as these are what we often take for granted in our busy lives. It is indeed a must to enjoy these small pleasures in life simply because there aren't enough of the big ones to go around. Supplementing this thought, McDonald's has launched an exciting campaign called "Har Chotti Khushi Ka Celebration." Designed to position McDonald's as the ideal venue and platform for every individual to celebrate their little joys of life, the campaign focuses on the Chotti

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Khushi of celebrating with a delicious Happy Price Menu for just Rs. 20 onwards.

Celebrating the “Har Chotti Khushi Ka Celebration” in true king size, a live onstage show anchored by famous RJ Tarana was organized at St Andrews, Mumbai. Special personalities like Ronald McDonald, the iconic Chief Happiness Officer and the Chamatkar man, Omi Vaidya of 3 Idiots fame were also invited to join in this celebration and share thoughts of what happiness meant to them personally and how they celebrate the small joys of life.

The event which was aimed to spread cheer among the kids & youth of Nareshwadi, an NGO working towards suppression of malnutrition witnessed graceful and well choreographed tribal dance performances by them. Present at the event were also representatives of YUVA, an NGO working for slum dwellers. The day provided a perfect platform for kids to exhibit their talent in the presence of Omi Vaidya, who later on was witnessed joining the performance in high spirits, encouraging kids and adding in to their daily dose of happiness. The event really left the kids & youth from NGO’s with a smile on their face thus making them celebrate their Chotti Khushi in a big way. The event came to a close with Ronald McDonald crowning Omi with the happiness crown for his stunning act to spread cheer among the kids.

Sharing his views on the event, Arvind Singhal, Director Marketing, McDonald’s India (West & South) said that “In today’s hectic pace of life, har choti khushi ka celebration needs to be a mantra for a fulfilling life. For us, it’s not just a campaign line but the way of making our consumer’s life more enriching - and McDonald’s provides consumers

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truly a chance to celebrate har choti khushi by offering dual benefit of quick service and affordable pricing.”

McDonald's founded its success in its strategy of Branded Affordability and introduced the 'Happy Price Menu' of Rs. 20/ onwards in 2004. The value initiative at McDonald's is all pervasive. At a time when food prices are going through the roof McDonald's has maintained its prices of Rs 20 onwards. The tremendous value benefit is enabled by McDonald's renowned supply chain management system and by leveraging economies, which helps minimize costs while maximizing value to customers. McDonald's strong back ward integration connects it directly with various aspects of the business right up to the farm level, which helps in increasing the productivity in terms of yields and helps the brand manage costs. McDonald's serves about 5 lakh of people every single day, its business is about low margin and high volume which helps in maintaining the price.

Branded affordability has creatively portrayed over the years by engaging the audiences with memorable campaigns like - The 'Bahanas', 'bees mein full dhamal', 'baap ke samane ka daam' and now the latest campaign of Har Chotti Khushi Ka celebration where it conveys the message of celebrating small joys does not take much, come and celebrate with McDonald's with menu offerings of Rs 20 onwards only.

McDonald's 'Happy Price Menu' has been a favourite among the consumers since its launch. Happy Price Menu includes popular products like McAlloo Tikki, McPuff Pizza and Salad Sandwich, medium fries, coke float, etc., among others. These products are available across all McDonald's restaurants.

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(Business wire)

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Publication:	India Info	Edition:	Online
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URL:	http://finance.indiainfo.com/pressrelease/b2m.htm		

McDonald's Celebrates Small Joys of Life with NGO Kids

Omi Vaidya Along with Ronald McDonald Spreading Smiles at Har Chotti Khushi Ka Celebration

Mumbai, Maharashtra, India -- (Business Wire India) -- Monday, March 08, 2010 4:40:00 PM

A baby's first step, the first time you bunked class, your first holiday out with friends, the first Valentines card you received, the look on your mothers face when you gifted her your first salary, or the look of an underprivileged child when he meets his favourite star – the small joys of life such as these are what we often take for granted in our busy lives. It is indeed a must to enjoy these small pleasures in life simply because there aren't enough of the big ones to go around. Supplementing this thought, McDonald's has launched an exciting campaign called "Har Chotti Khushi Ka Celebration." Designed to position McDonald's as the ideal venue and platform for every individual to celebrate their little joys of life, the campaign focuses on the Chotti Khushi of celebrating with a delicious Happy Price Menu for just Rs. 20 onwards.

Celebrating the "Har Chotti Khushi Ka Celebration" in true king size, a live onstage show anchored by famous RJ Tarana was organized at St Andrews, Mumbai. Special personalities like Ronald McDonald, the iconic

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Chief Happiness Officer and the Chamatkar man, Omi Vaidya of 3 Idiots fame were also invited to join in this celebration and share thoughts of what happiness meant to them personally and how they celebrate the small joys of life.

The event which was aimed to spread cheer among the kids & youth of Nareshwadi, an NGO working towards suppression of malnutrition witnessed graceful and well choreographed tribal dance performances by them. Present at the event were also representatives of YUVA, an NGO working for slum dwellers. The day provided a perfect platform for kids to exhibit their talent in the presence of Omi Vaidya, who later on was witnessed joining the performance in high spirits, encouraging kids and adding in to their daily dose of happiness. The event really left the kids & youth from NGO's with a smile on their face thus making them celebrate their Chotti Khushi in a big way. The event came to a close with Ronald McDonald crowning Omi with the happiness crown for his stunning act to spread cheer among the kids.

Sharing his views on the event, Arvind Singhal, Director Marketing, McDonald's India (West & South) said that "In today's hectic pace of life, har choti khushi ka celebration needs to be a mantra for a fulfilling life. For us, it's not just a campaign line but the way of making our consumer's life more enriching - and McDonald's provides consumers truly a chance to celebrate har choti khushi by offering dual benefit of quick service and affordable pricing."

McDonald's founded its success in its strategy of Branded Affordability and introduced the 'Happy Price Menu' of Rs. 20/ onwards in 2004. The value initiative at McDonald's is all pervasive. At a time when food prices are going through the roof McDonald's has maintained its prices of Rs

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McDonald's Celebrates Small Joys of Life with NGO Kids

08 Mar 2010 - 4:40 PM



A baby's first step, the first time you bunked class, your first holiday out with friends, the first Valentines card you received, the look on your mothers face when you gifted her your first salary, or the look of an underprivileged child when he meets his favourite star – the small joys of life such as these are what we often take for granted in our busy lives. It is indeed a must to enjoy these small pleasures in life simply because there aren't enough of the big ones to go around. Supplementing this thought, McDonald's has launched an exciting campaign called "Har Chotti Khushi Ka Celebration." Designed to position McDonald's as the ideal venue and platform for every individual to celebrate their little joys of life, the campaign focuses on the Chotti Khushi of celebrating with a delicious Happy Price Menu for just Rs. 20 onwards.

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The event which was aimed to spread cheer among the kids & youth of Nareshwadi, an NGO working towards suppression of malnutrition witnessed graceful and well choreographed tribal dance performances by them. Present at the event were also representatives of YUVA, an NGO working for slum dwellers. The day provided a perfect platform for kids to exhibit their talent in the presence of Omi Vaidya, who later on was witnessed joining the performance in high spirits, encouraging kids and adding in to their daily dose of happiness. The event really left the kids & youth from NGO’s with a smile on their face thus making them celebrate their Chotti Khushi in a big way. The event came to a close with Ronald McDonald crowning Omi with the happiness crown for his stunning act to spread cheer among the kids.

Sharing his views on the event, Arvind Singhal, Director Marketing, McDonald’s India (West & South) said that “In today’s hectic pace of life, har choti khushi ka celebration needs to be a mantra for a fulfilling life. For us, it’s not just a campaign line but the way of making our consumer’s life more enriching - and McDonald’s provides consumers truly a chance to celebrate har choti khushi by offering dual benefit of quick service and affordable pricing.”

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McDonald's Celebrates Small Joys of Life with NGO Kids

**Mumbai, Maharashtra, India (Monday, March 08, 2010
04:40:00 PM)**



A baby's first step, the first time you bunked class, your first holiday out with friends, the first Valentines card you received, the look on your mothers face when you gifted her your first salary, or the look of an underprivileged child when he meets his favourite star – the small joys of life such as these are what we often take for granted in our busy lives. It is indeed a must to enjoy these small pleasures in life simply because there aren't enough of the big ones to go around. Supplementing this thought, McDonald's has launched an exciting campaign called "Har Chotti Khushi Ka Celebration." Designed to position McDonald's as the ideal venue and platform for every individual to celebrate their little joys of life, the campaign focuses on the Chotti

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Monday, March 08, 2010 04:40 PM IST (11:10 AM GMT)

McDonald's Celebrates Small Joys of Life with NGO Kids

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position McDonald's as the ideal venue and platform for every individual to celebrate their little joys of life, the campaign focuses on the Chotti Khushi of celebrating with a delicious Happy Price Menu for just Rs. 20 onwards.

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Omi Vaidya Along with Ronald McDonald Spreading Smiles at Har Chotti Khushi Ka Celebration

Mumbai, Maharashtra, India -- (Business Wire India) -- Monday, March 08, 2010 4:40:00 PM

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Sharing his views on the event, Arvind Singhal, Director Marketing, McDonald's India (West & South) said that "In today's hectic pace of life, har choti khushi ka celebration needs to be a mantra for a fulfilling life. For us, it's not just a campaign line but the way of making our consumer's life more enriching - and McDonald's provides consumers truly a chance to celebrate har choti khushi by offering dual benefit of quick service and affordable pricing."

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McDonald's Celebrates Small Joys of Life with NGO Kids

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MUMBAI, MAHARASHTRA, INDIA 08-03-2010 04:40 PM



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platform for every individual to celebrate their little joys of life, the campaign focuses on the Chotti Khushi of celebrating with a delicious Happy Price Menu for just Rs. 20 onwards.

Celebrating the Har Chotti Khushi Ka Celebration in true king size, a live onstage show anchored by famous RJ Tarana was organized at St Andrews, Mumbai. Special personalities like Ronald McDonald, the iconic Chief Happiness Officer and the Chamatkar man, Omi Vaidya of 3 Idiots fame were also invited to join in this celebration and share thoughts of what happiness meant to them personally and how they celebrate the small joys of life.

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McDonald's Celebrates Small Joys of Life with NGO Kids - Mumbai, Maharashtra, India

08-03-2010 04:40 PM



A baby's first step, the first time you bunked class, your first holiday out with friends, the first Valentines card you received, the look on your mothers face when you gifted her your first salary, or the look of an underprivileged child when he meets his favourite star – the small joys of life such as these are what we often take for granted in our busy lives. It is indeed a must to enjoy these small pleasures in life simply because there aren't enough of the big ones to go around. Supplementing this thought, McDonald's has launched an exciting campaign called "Har Chotti Khushi Ka Celebration." Designed to position McDonald's as the ideal venue and platform for every individual to celebrate their little joys of life, the campaign focuses on the Chotti

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Publication:	Zee News.com	Edition:	Online
Date:	8 th March 2010	Page:	
URL:	http://www.zeenews.com/business/businesswire/21865news.html		

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Publication:	Andhra News.net	Edition:	Online
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URL:	http://andhranews.net/India/2010/March/8-McDonald-rsquo-4379.asp		

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Mumbai, Maharashtra, India



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Publication:	Outlook Business	Edition:	Online
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URL:	http://business.outlookindia.com/wirenews_new.aspx?newsid=21865&source=bw		

McDonald's Celebrates Small Joys of Life with NGO Kids



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Publication:	Tech Whack	Edition:	Online
Date:	8 th March 2010	Page:	
URL:	http://press-releases.techwhack.com/48652-omi-vaidya		

Omi Vaidya Along with Ronald McDonald Spreading Smiles at Har Chotti Khushi Ka Celebration



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URL:	http://www.financialexpress.com/news/mcdonalds-celebrates-small-joys-of-life-with-ngo-kids/588283/		

McDonald's celebrates small joys of life with NGO kids

Posted: Monday, Mar 08, 2010 at 1642 hrs IST

Updated: Monday, Mar 08, 2010 at 1642 hrs IST

Mumbai: A baby's first step, the first time you bunked class, your first holiday out with friends, the first Valentines card you received, the look on your mothers face when you gifted her your first salary, or the look of an underprivileged child when he meets his favourite star – the small joys of life such as these are what we often take for granted in our busy lives. It is indeed a must to enjoy these small pleasures in life simply because there aren't enough of the big ones to go around. Supplementing this thought, McDonald's has launched an exciting campaign called "Har Chotti Khushi Ka Celebration." Designed to position McDonald's as the ideal venue and platform for every individual to celebrate their little joys of life, the campaign focuses on the Chotti Khushi of celebrating with a delicious Happy Price Menu for just Rs. 20 onwards.

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Publication:	Samay	Edition:	Online
Date:	8 th March 2010	Page:	
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McDonald's to spend 50-60 crore on marketing in India in 2010

Mumbai: Global fast food retailer McDonald's India will spend Rupees 50-60 crore on marketing in 2010.

It will also open 40 new outlets during the period.

The company's marketing spend will include the new 'Har Chotti Khushi Ka Celebration' campaign for its happy price menu with starting price point of Rs 20, the company said.

"We also have plans to launch a campaign for our meals such as 'McVeggi' and 'McChicken' this year. To market our new products and initiatives for consumers, we look forward to spend across Rs 50-60 crore in 2010," confirmed, McDonald's India (west and south), director (marketing) Arvind Singhal.

McDonald's is operating 200 retail food outlets across India and recently added two more restaurants in Bangalore and Chennai.

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URL:	http://pressreleases.merinews.com/article/mcdonalds-celebrates-small-joys-of-life-with-ngo-kids/15800582.shtml		

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Sharing his views on the event, Arvind Singhal, Director Marketing, McDonald's India (West & South) said that 'In today's hectic pace of life, har choti khushi ka celebration needs to be a mantra for a fulfilling life. For us, it's not just a campaign line but the way of making our consumer's life more enriching - and McDonald's provides consumers

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truly a chance to celebrate har choti khushi by offering dual benefit of quick service and affordable pricing.

McDonald's founded its success in its strategy of Branded Affordability and introduced the Happy Price Menu of Rs. 20/ onwards in 2004. The value initiative at McDonald's is all pervasive. At a time when food prices are going through the roof McDonald's has maintained its prices of Rs 20 onwards. The tremendous value benefit is enabled by McDonald's renowned supply chain management system and by leveraging economies, which helps minimize costs while maximizing value to customers. McDonald's strong back ward integration connects it directly with various aspects of the business right up to the farm level, which helps in increasing the productivity in terms of yields and helps the brand manage costs. McDonald's serves about 5 lakh of people every single day, its business is about low margin and high volume which helps in maintaining the price.

Branded affordability has creatively portrayed over the years by engaging the audiences with memorable campaigns like - The Bahanas, bees mein full dhamal, baap ke zamane ka daam and now the latest campaign of Har Chotti Khushi Ka celebration where it conveys the message of celebrating small joys does not take much, come and celebrate with McDonald's with menu offerings of Rs 20 onwards only.

McDonald's 'Happy Price Menu has been a favourite among the consumers since its launch. Happy Price Menu includes popular products like McAlloo Tikki, McPuff Pizza and Salad Sandwich, medium fries, coke float, etc., among others. These products are available across all McDonald's restaurants.

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McDonald's Celebrates Small Joys of Life with NGO Kids

Omi Vaidya Along with Ronald McDonald Spreading Smiles at Har Chotti Khushi Ka Celebration

Mumbai, Maharashtra, India -- (Business Wire India) -- Monday, March 08, 2010 4:40:00 PM

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A baby's first step, the first time you bunked class, your first holiday out with friends, the first Valentines card you received, the look on your mothers face when you gifted her your first salary, or the look of an underprivileged child when he meets his favourite star – the small joys of life such as these are what we often take for granted in our busy lives. It is indeed a must to enjoy these small pleasures in life simply because there aren't enough of the big ones to go around. Supplementing this thought, McDonald's has launched an exciting campaign called "Har Chotti Khushi Ka Celebration." Designed to position McDonald's as the ideal venue and platform for every individual to celebrate their little joys of life, the campaign focuses on the Chotti Khushi of celebrating with a delicious Happy Price Menu for just Rs. 20 onwards.

Celebrating the "Har Chotti Khushi Ka Celebration" in true king size, a live onstage show anchored by famous RJ Tarana was organized at St Andrews, Mumbai. Special personalities like Ronald McDonald, the iconic Chief Happiness Officer and the Chamatkar man, Omi Vaidya of 3 Idiots fame were also invited to join in this celebration and share thoughts of what happiness meant to them personally and how they celebrate the small joys of life.

The event which was aimed to spread cheer among the kids & youth of Nareshwadi, an NGO working towards suppression of malnutrition witnessed graceful and well choreographed tribal dance performances by them. Present at the event were also representatives of YUVA, an NGO working for slum dwellers. The day provided a perfect platform for kids to exhibit their talent in the presence of Omi Vaidya, who later on was witnessed joining the performance in high spirits, encouraging kids

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and adding in to their daily dose of happiness. The event really left the kids & youth from NGO's with a smile of their face thus making them celebrate their Chotti Khushi in a big way. The event came to a close with Ronald McDonald crowning Omi with the happiness crown for his stunning act to spread cheer among the kids.

Sharing his views on the event, Arvind Singhal, Director Marketing, McDonald's India (West & South) said that "In today's hectic pace of life, har choti khushi ka celebration needs to be a mantra for a fulfilling life. For us, it's not just a campaign line but the way of making our consumer's life more enriching - and McDonald's provides consumers truly a chance to celebrate har choti khushi by offering dual benefit of quick service and affordable pricing."

McDonald's founded its success in its strategy of Branded Affordability and introduced the 'Happy Price Menu' of Rs. 20/ onwards in 2004. The value initiative at McDonald's is all pervasive. At a time when food prices are going through the roof McDonald's has maintained its prices of Rs 20 onwards. The tremendous value benefit is enabled by McDonald's renowned supply chain management system and by leveraging economies, which helps minimize costs while maximizing value to customers. McDonald's strong back ward integration connects it directly with various aspects of the business right up to the farm level, which helps in increasing the productivity in terms of yields and helps the brand manage costs. McDonald's serves about 5 lakhs of people every single day, its business is about low margin and high volume which helps in maintaining the price.

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'bees mein full dhamal', 'baap ke samane ka daam' and now the latest campaign of Har Chotti Khushi Ka celebration where it conveys the message of celebrating small joys does not take much, come and celebrate with McDonald's with menu offerings of Rs 20 onwards only.

McDonald's 'Happy Price Menu' has been a favourite among the consumers since its launch. Happy Price Menu includes popular products like McAloo Tikki™, McPuff Pizza™ and Salad Sandwich™, medium fries, coke float, etc., among others. These products are available across all McDonald's restaurants.

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Publication:	Ragatorock.com	Edition:	Online
Date:	09 th March 2010	Page:	-
URL:	http://ragatorock.com/hnews.asp		

Omi Vaidya is the Happiness King

Mar 09: The small joys of life such are sometimes taken for granted. It is indeed a must to enjoy these small pleasures in life simply because there aren't enough of the big ones to go around. Supplementing this thought, McDonald's recently launched an exciting campaign "Har Chotti Khushi Ka Celebration." Designed to position McDonald's as the ideal venue and platform for every individual to celebrate their little joys of life, the campaign focuses on the Chotti Khushi of celebrating with a delicious Happy Price Menu for just Rs. 20 onwards.

Celebrating the "Har Chotti Khushi Ka Celebration" in true king size, a live onstage show anchored by famous RJ Tarana was organized at St Andrews Auditorium, Mumbai. Ronald McDonald, the iconic Chief Happiness Officer and the Chamatkar man, Omi Vaidya of 3 Idiots fame were invited to join in this celebration and share thoughts of what happiness meant to them personally and how they celebrate the small joys of life.

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NGO working for slum dwellers. The day provided a perfect platform for kids to exhibit their talent in the presence of Omi Vaidya, who later on was witnessed joining the performance in high spirits, encouraging kids and adding in to their daily dose of happiness. The event left the kids and youth from NGO's with a smile of their face thus making them celebrate their Chotti Khushi in a big way. The event came to a close with Ronald McDonald crowning Omi with the happiness crown for his stunning act to spread cheer among the kids.

-- By Verus Ferreira

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Date:	10 th March 2010	Page:	-
URL:	http://www.jammag.com/etc/etcshow.php?art_id=767		

Omi Vaidya at Har Choti Khushi Ka Celebration

Mar 10, 2010



McDonalds recently came together with the kids of Nareshwadi, an NGO that works towards the control of malnutrition in kids to celebrate 'Har Choti Khushi Ka Celebration' on the 3rd of March at St Andrews Auditorium in Bandra. This event was gracefully hosted by Rj Tarana who interviewed Ronald McDonald the chief happiness officer and the Chamatkar man Omi Vaidya.

The evening opened with a beautiful diya performance which was held by the girls from Nareshwadi. Post this, the audiences were informed that the kids at the Nareshwadi not only stay there but also grow their own food, which was quite surprising. As the event unfolded further, the viewers got to witness various kinds of performances by the kids of this NGO such as the bamboo dance, the tribal dance and so on.

After this Ronald entertained the crowd with some of his magic tricks which were very predictable. But the true show stopper of this event clearly was Omi Vaidya who played the role of Chatur in Three Idiots. His expertise at the Hindi language totally got the crowd in splits. Omi then went on to explained how his 10 year struggle finally ended with Three Idiots.

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Rj Tarana, as always, did a great job peppering the spectators. The event ended with Ronald Mc'Donald crowning Omi Vaidya the happiness crown. In short, this show did make everyone happy then be it the kids from the NGO or the guests.

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English

Publications

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Publication:	Mid Day	Edition:	Mumbai
Date:	7 th March 2010	Page:	06

QR CODE



TEAM SMD

Actor Omi Vaidya cheers NGO kids at an event to celebrate the smaller things in life with McDonald's meals.

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Regional Publications

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Publication:	Divya Bhaskar	Edition:	Mumbai
Date:	08.03.10	Page:	11

Headline: Smart Omi's intelligence



Summary: Omi Vaidya along with Ronald McDonald and Tarana spend a good time with NGO children and spread the message of happiness.

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Publication:	Dopahar Ka Saamana	Edition:	Mumbai
Date:	09.03.10	Page:	04

Headline: Celebration of Happiness with McDonald's

मैकडोनल्ड्स के साथ खुशी का सेलिब्रेशन

■ मुंबई। मैकडोनल्ड्स लेकर आए हैं हर छोटी खुशी का सेलिब्रेशन। हर छोटी खुशी का सेलिब्रेशन नामक योजना सेंट एंड्रयूज (बांद्रा) में एक भव्य समारोह में प्रस्तुत की गई। आरजे तराना के साथ इस कार्यक्रम में मैकडोनल्ड्स के प्रमुख हैपीनेस अफसर रोनाल्ड मैकडोनल्ड और श्री एडियट्स ओमी वैद्य भी आमंत्रित किए गए थे। उन्होंने व्यक्तिगत जीवन में खुशियों का स्थान और छोटी-छोटी खुशियां मनाने के उनके तरीकों के बारे में दर्शकों को बताया। कुपोषण के दुष्परिणामों के विषय में कार्य करनेवाली एक स्वयंसेवी संस्था नरेशवाड़ी के बच्चों और युवाओं को आनंद देने हेतु इस कार्यक्रम का आयोजन किया गया था। उन बच्चों ने इस कार्यक्रम में एक बहुत ही आकर्षक और तालबद्ध आदिवासी नृत्य पेश किया। इस अवसर पर झोपड़पट्टीवासियों के लिए कार्य करनेवाले युवा नामक स्वयंसेवी संस्था के प्रतिनिधि भी उपस्थित थे। बच्चों ने ओमी वैद्य की उपस्थिति में अपनी कला का अत्युच्च प्रदर्शन करते हुए कार्यक्रम का आनंद लिया। ओमी ने भी उनके कदमों से कदम मिलाते हुए बच्चों का जोश बढ़ाया।

Summary: McDonald's presented Har chotti Khushi ka celebration at St Andrew's Auditorium with RJ Tarana and Omi Vaidya. Omi Vaidya told the audience about the importance of happiness and how he celebrates small happiness's in his personal life. The program also had tribal children from the NGO Naresh balwadi and Yuva who work for the upliftment of slums. Naresh balwadi children performed a tribal dance routine with Omi Vaidya encouraging them.

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Publication:	Loksatta-Mumbai Vruttant	Edition:	Mumbai
Date:	09.03.10	Page:	03

Chotti Khushi Ka Celebration with 'Ronald McDonald and Omi Vaidya'



Summary: McDonald's, in its endeavour to spread happiness had organized an event to spread small happiness's at St Andrew's Auditorium. Ronald McDonald's and Omi Vaidya were present at this event and Omi spoke about happiness in his life. It also had performances by Nareshwadi children. Omi Vaidya and Ronald McDonald kept the crowd entertained by magic tricks and funny antics. RJ Tarana was the host for the evening.

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Publication:	Inquilab		Edition:	Mumbai	
Date:	10.03.10		Page:	10	

Headline: Celebrate every small joy with McDonald's

Similar to the McDonald's range of low price menu the event also bought cheers on the face of participants

<h1>میک ڈونالڈس کے ساتھ بانٹیں اپنی ہر چھوٹی خوشی</h1>	
Publication: Sakal-Maharashtra Today Date: 10.03.10	Edition: Mumbai Page: II

میک ڈونالڈس کی مختصر روداد

میک ڈونالڈس کا شمار دنیا کے اولین ریستوران سلسلے کے طور پر ہوتا ہے۔ فی الوقت ۱۱۸ ملکوں میں میک ڈونالڈس کے ۱۵ ملین سے زیادہ ریستوران ہیں۔ دواؤ تقریباً ۵۰ ملین میک ڈونالڈس کی تلف لڈی خوردنی اشیاء کا مرکز ہے۔ ہر ہفتہ دن میں بھی گزشتہ ۳۳ برسوں سے میک ڈونالڈس کامیابی کے ساتھ اپنا کاروبار کر رہا ہے۔ ۱۹۹۶ء میں میک ڈونالڈس نے ہندوستان میں اپنا پہلا ریستوران کھولا تھا اور آج پورے ملک میں میک ڈونالڈس کے ۱۸۰ ریستوران ہیں۔

ہندوستان میں اپنی خدمات شروع کرنے سے پہلے میک ڈونالڈس یہاں پر اپنی کولڈ ڈرنک کو ترقی دینے کی کامیاب کوشش کی تھی۔ میک ڈونالڈس کی ان کوششوں کی وجہ سے اس شعبہ میں کئی انقلابی تبدیلیاں رونما ہوئیں۔ میک ڈونالڈس کے کارکنوں کے طریقہ سے کاشت کاروں کے علاوہ گاؤں کو بھی فائدہ ہوا اور ان میں تازہ و بہتر اقسام والی کھانے پینے کی چیزیں فراہم کی گئیں۔

میک ڈونالڈس نے ہندوستان کی علاقائی شناخت کا لحاظ رکھتے ہوئے کھانے پینے کی چیزیں بنانے کے طریقہ کار میں بھی کچھ تبدیلیاں کی ہیں۔ ہندوستان کا دھرم ایسا ملک ہے جہاں میک ڈونالڈس کے ریستوران میں گائے یا بکری کا گوشت کھانا یا پکھانا اس کے علاوہ گوشت نہ کھانے والے لوگوں کے لیے بھی میک ڈونالڈس میں کچھ خاص انتظامات کیے گئے ہیں۔ ان لوگوں کے لیے بنائے جانے والے کھانے طہیہ طور سے تیار کیے اور ہوتے جاتے ہیں۔ اتنا ہی نہیں میک ڈونالڈس میں میٹا ایئر اور دیگر سرفٹ مرچیز میں بھی صد فیصد طہیہ طور سے تیار کی جاتی ہیں۔

ریستوران نے خصوصی طور سے زندگی کی چھوٹی خوشیوں کے جشن منانے کے مد نظر یہ سلسلہ شروع کیا ہے۔

مک ڈونالڈس کا ہیپی براٹز مینو لوگوں کو سستی قیمت پر کھانے پینے کی چیزیں فراہم کرے گا،

اسی خیال کے مد نظر میک ڈونالڈس نے ہر چھوٹی خوشی کا سلیبریشن کے نام سے ایک دلچسپ پروگرام شروع کیا ہے۔ اپنی ہر چھوٹی خوشی کو منانے کے لیے موزوں مقام کے انتخاب کے طور پر میک ڈونالڈس کو پیش کرنے کی غرض سے یہ منصوبہ شروع کیا گیا ہے۔ اس اشتہار دہانی سلسلہ میں خصوصی طور سے تیار کیا گیا ہے ہر چھوٹی خوشی کے جشن میں ساتھ دینے کے لیے میک ڈونالڈس کا چھٹی براٹز میوز صرف ۲۰ روپے اور اس سے زیادہ کی قیمت کے ساتھ موجود ہے۔

ہر چھوٹی خوشی کا سلیبریشن اس خصوصی منصوبہ کا افتتاح سینٹ اینڈریوز کالج بمبئی میں ایک شاندار پروگرام میں کیا گیا۔ اس پروگرام میں اسے برائے موجودگی کے علاوہ میک ڈونالڈس کے چیف ڈی جی ٹی اسٹارٹ اپ میک ڈونالڈس اور مشہور فلمی ایڈیٹر کے مشہور راہنما گمنام ایڈیٹر کو بھی مدعو کیا گیا تھا۔ ان لوگوں نے انسانی زندگی میں خوشیوں کا مقام ہر چھوٹی چھوٹی خوشی منانے کے دلچسپ طریقوں کے بارے میں اپنے خیالات کا اظہار کیا۔

بمبئی شہر کے ایک خاص نتائج کے بارے میں کام کرنے والی ایک غیر سرکاری ادارے فریش واٹر کے بچوں اور نوجوانوں کی تقریب کے لیے اس پروگرام میں ایک بہت ہی خوبصورت اور دلچسپ قابل توجہ پیش کیا۔ اس موقع پر چھوٹی بچی مینو سے والے لوگوں کے لیے کام کرنے والے ادارے کو ایسا کرنا سیکھنے بھی موجود تھے۔ بچوں نے ایڈیٹر کی موجودگی میں اپنے بچپن میں منظر پر کرتے ہوئے اس جشن کے لطف حاصل کیا۔ ایڈیٹر نے بھی بچوں کی خوب حوصلہ افزائی کی۔

اس پروگرام میں موجود بھی بچوں اور نوجوانوں نے جوش بھر سے پورا لطف اٹھایا اور ہر طرح کی چھوٹی خوشی کو منانے کا ایک ٹیاب موقع بھی انہیں حاصل ہوا۔ پروگرام کے اختتام پر دونوں میک ڈونالڈس ایڈیٹر کو بھی شکر ادا کیا۔

Headline: Omi spread the message of Happiness

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Summary: Omi Vaidya the star from 3 Idiots was present at a program at St Andrew's auditorium to give the message of 'Har Chotti Khushi'. This program was initiated by McDonald's, after the spate of student suicides in the city with the message of celebrating every small moment of happiness. The event was attended by RJ Tarana, Omi Vaidya, Ronald McDonald and Mr. Arvind Singhal (Director Marketing South and West). Omi Vaidya spoke about how important it is to celebrate happiness and live life to the fullest. He also did a dance with children from a NGO called Naresh Balwadi who was there to perform and enjoy the show.

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Date:	12.03.10	Page:	02

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Headline: McDonald's present 'Har Chotti Khushi Ka Celebration' Offer

मॅकडोनाल्ड्सची 'हर छोटी खुशी का सेलिब्रेशन' योजना

► मुंबई / प्रतिनिधी

आनंदाचे प्रसंग खूपच दुर्मिळ असतात. त्यामुळे आयुष्यात येणाऱ्या प्रत्येक लहानसहान आनंदाच्या क्षणाचा उत्सव केला तर रोज नव्याने जगण्याचा उत्साहही आपल्याला मिळून जातो. याच विचारावर आधारलेली एक आकर्षक योजना मॅकडोनाल्ड्सचे सादर केली आहे. 'हर छोटी खुशी का सेलिब्रेशन'.

मॅकडोनाल्ड्सतर्फे सेंट अँड्र्युज, मुंबई येथे या योजनेसाठी एका भव्य कार्यक्रमाचे आयोजन केले गेले होते. प्रसिद्ध आरजे तराना हिचे सूत्रसंचालन लाभलेल्या या कार्यक्रमात रोनाल्ड मॅकडोनाल्ड, चीफ हॅम्पीनेस ऑफिसर आणि श्री इंडियट्स चित्रपटातील चमत्कार मॅन ओमी वैद्य यांचीही विशेष उपस्थिती होती. आनंद या संकल्पनेविषयीचे त्यांचे मत आणि आयुष्यातील लहानसहान आनंदाचे प्रसंग साजरे करण्याची त्यांची पद्धत याविषयी या मान्यवरांनी मनमोकळेपणाने आपले विचार मांडले. मॅकडोनाल्ड्स इंडियाचे विपणन संचालक अरविंद सिंघल यांनी आजच्या धावपळीच्या युगात एक परिपूर्ण आयुष्य जगण्यासाठी हर छोटी का सेलिब्रेशन हा एक मंत्र बनण्याची गरज निर्माण झाली असल्याचे सांगितले.

कुपोषणामुळे लहान मुले आणि तरुणांमध्ये होणाऱ्या दुष्परिणामांसंबंधी कार्य करणाऱ्या नरेशवाडी या स्वयंसेवी संस्थेतील बच्चेकंपनी आणि युवावर्गाला केंद्रस्थानी ठेवून मॅकडोनाल्ड्सच्या या कार्यक्रमाची आखणी करण्यात आली होती. या प्रमुख पाहुण्या मंडळींनीही अतिशय तालबद्ध असे आदिवासी नृत्य करून उपस्थितांचे लक्ष वेधून घेतले. याप्रसंगी झोपडपट्टीतील रहिवाशांकरता काम करणाऱ्या युवा या स्वयंसेवी संस्थेचे प्रतिनिधीही उपस्थित होते.



Summary: Every small happiness makes your life so wonderful, based on this thought McDonald's offers 'Har chotti khushi ka Celebration'. A wonderful event was organized at St Andrews auditorium, along with Tarana, Ronald McDonald and Omi Vaidya. Omi spoke about small happiness's and its importance in his life. Mr. Arvind Singhal emphasized on the value of Har Choti Khushi in life. Children from Naresh balwadi presented a dance program and fellows from the NGO YUVA were also present at this event.

Publication:	Aapala Mahanagar	Edition:	Mumbai
Date:	12.03.10	Page:	04

Headline: A unique initiative by McDonald's

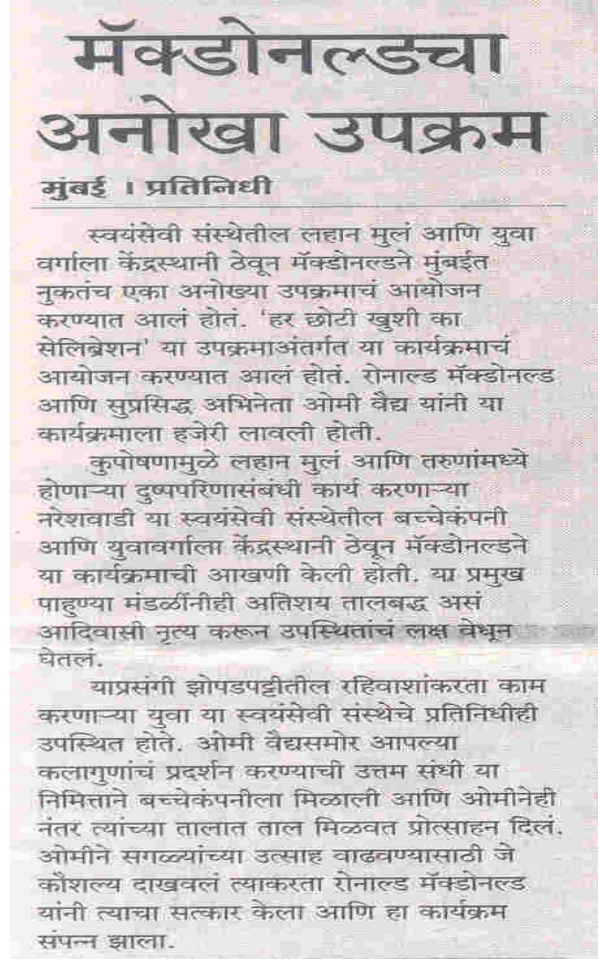
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Summary: Centered on Children and Youngsters McDonalds got a new offering called 'Har Choti Khushi ka Celebration'. Ronald McDonald and Omi Vaidya of 3 Idiots were present at this event along with children from Naresh Balwadi NGO. The children performed a dance routine with Omi stepping in to encourage them. Omi was felicitated for the excitement and happiness he generated among the children.

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Date:	12.03.10	Page:	04

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Headline: McDonald's starts new offer with an NGO

मॅकडोनाल्डची कुपोषित मुलांसोबत नव्या ऑफरची सुरुवात

मुंबई - कुपोषित मुले व तरुणांवर होणाऱ्या दुष्परिणामांसंबंधी कार्य करणाऱ्या नरेशवाडी या स्वयंसेवी संस्थेसह देशातील आघाडीच्या फूड सर्व्हिस रिटेलर मॅकडोनाल्डने कुपोषित मुलांना आनंदाचे प्रसंग अनुभवण्याची संधी उपलब्ध करून देण्यासाठी आयोजित केलेल्या कार्यक्रमात प्रत्येक लहानसहान आनंदाच्या क्षणांचा उत्सव केला तर रोज नव्याने जगण्याचा उत्साहही मिळून जातो. हा विचार कुपोषित मुलांमध्ये ठसविला. तसेच या प्रसंगाच्या निमित्ताने मॅकडोनाल्डने आपली 'हर छोटी खुशी का सेलिब्रेशन' ही आकर्षक योजनाही सादर केली. या कार्यक्रमास 'श्री इंडियट' चित्रपटातील ओमी वैद्य उपस्थित होता.

Summary: Along with a NGO working for malnourished children, McDonald's organized an event to spread cheer and give them a chance to enjoy the smaller joys of life. The significance of small happiness and to enjoy it in all circumstances was implanted in those children. Through this event McDonald's also presented its exciting 'Har Chotti Khushi ka Celebration' offer, where Omi Vaidya of 3 Idiots fame was also present.

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Publication:	Ekmat	Edition:	Mumbai
Date:	16.03.10	Page:	05

Headline: McDonald's starts new offer with an NGO

मॅकडोनाल्ड्सतर्फे छोटी खुशी का सेलिब्रेशन

प्रतिनिधी

मुंबई : हा छोटी खुशी का सेलिब्रेशन ही योजना जल्लोषात प्रस्तुत करण्यासाठी मॅकडोनाल्ड्सतर्फे सेंट अँड्र्युज येथे चीफ हॅपीनेस ऑफिसर रोनार्ल्ड मॅकडोनाल्ड व श्री इंडियट्रसमधील चमत्कार मॅन ओमी वैद्य यांच्या उपस्थितीत समारोह आयोजन करण्यात आले. प्रत्येक व्यक्तीलास तिच्या जी-वनातील लहानसहान आनंदाचे प्रसंग साजरे करण्यासाठी हक्काचे आणि योग्य ठिकाण मॅकडोनाल्डच्या रूपात मिळावे या उद्देशाने ही योजना सादर केली गेली आहे. या आनंदात सहभागी होण्यासाठी लज्जतदार हॅप्पी प्राईस मेन्यू २० रुपयांपासून पुढील किंमतीत उपलब्ध होणार आहे.

कुपोषणामुळे लहान मुलांमध्ये होणाऱ्या दुष्परिणासांबंधी कार्य करणाऱ्या नरेशवाडी या स्वयंसेवी संस्थेतील बच्चेकंपनी आणि युवावर्गाला केंद्रस्थानी ठेवून मॅकडोनाल्डने छोटी खुशी का सेलिब्रेशनचे आयोजन करण्यात आले होते. यावेळी प्रमुख पाहुण्यांनीही तालबद्ध आदिवासी नृत्य केले. झोपडपट्टीतील रहिवाशांकरीता काम करणाऱ्या युवा या स्वयंसेवी संस्थेचे प्रतिनिधी उपस्थित होते.

मॅकडोनाल्ड इंडियाचे पश्चिम व दक्षिण विभागाचे विपणन संचालक अरविंद सिंघल यांनी या जल्लोषमय समारंभाविषयी सांगितले की, आजच्या धावपळीच्या युगात एक परिपूर्ण आयुष्य जगण्यासाठी हर छोटी खुशी का सेलिब्रेशन हा एक मंत्र बनण्याची गरज निर्माण झाली आहे. आमच्यासाठी, ही केवळ जाहिरात श्रृंखला नाही. आमच्या प्रत्येक ग्राहकाचे जीवन अधिक समृद्ध व्हावे यासाठी आम्ही प्रयत्न करीत आहोत. ब्रँडेड अफोर्डेबिलिटी या धोरणाचा

अवलंब करत २००४ मध्ये मॅकडोनाल्डने २० रुपयांपासून पुढील किंमतीतसह हॅप्पी प्राईस मेन्यू उपलब्ध करून दिला. माफक मूल्याविषयीच्या या धोरणाचा व्यापकस्तरावर अवलंब केल्यामुळे मॅकडोनाल्डस सातत्याने यशस्वी वाटचाल करत आहे. मॅकडोनाल्डची उत्तम दर्जाची वितरण



व्यवस्था तसेच मितव्यवहार यांचाही फायदा मॅकडोनाल्डच्या मूल्यविवेक धोरणाला झाला आहे. दररोज ५ लाख ग्राहकसंख्येमुळे कमी नफा आणि अधिक प्रमाणात विक्री या सूत्रामुळे पदार्थाच्या किंमती कमी ठेवण्यात मॅकडोनाल्ड यशस्वी ठरले आहे.

बहाना, बीस में फूल धमाल, बाप के जमाने का दाम आणि आता सादर केलेली हर छोटी खुशी का सेलिब्रेशन अशा अनेक आकर्षक जाहिरात मालिकांमधून ब्रँडेड

अॅफोर्डेबिलिटी या तत्वाचा मनोरंजक पद्धतीने पुरस्कार करून मॅकडोनाल्डने ग्राहकांचे लक्ष वेधून घेतले आहे. लहान-सहान आनंद साजरे करण्यासाठी उत्साही मनाशिवाय आणखी काहीही नको, मॅकडोनाल्डमध्ये या आणि तुमच्या आवडीचे पदार्थ २० रुपयांपासून पुढील किंमतीत खरेदी करा असा संदेश मॅकडोनाल्डसची ही नवीन जाहिरात मालिका देते.

मॅकडोनाल्डच्या हॅप्पी प्राईस मेन्यूमध्ये मॅकआलु टिक्की, मॅक्फफ पिझ्झा, सॅलड सँडविच, मिडीयम फ्राईज, कोक फ्लोट आदि पदार्थांचा समावेश आहे. भारतीय संस्कृतीचा मान राखून मॅकडोनाल्डने पोर्क किंवा बीफचा समावेश असलेले पदार्थ भारतातील १८० हून जास्त असलेल्या रेस्टॉरंट्समध्ये विक्रीसाठी ठेवलेले नाहीत. भारतातील शाकाहारी ग्राहकांच्या आवडीनिवडी लक्षात घेऊन त्यानुसार पदार्थांमध्येही फेरफार केल्याचे मॅकडोनाल्डतर्फे नमूद करण्यात आले आहे.

Summary: Along with a NGO working for malnourished children, McDonald's organized an event to spread cheer and give them a chance

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to enjoy the smaller joys of life. The significance of small happiness and to enjoy it in all circumstances was implanted in those children. Through this event McDonald's also presented its exciting 'Har Chotti Khushi ka Celebration' offer, where Omi Vaidya of 3 Idiots fame was also present.

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Date:	17.03.10	Page:	04

چھوٹی خوشی کا سیلی بریشن



ممبئی میں سینٹ اینڈریوز بچوں کے خاص پروگرام ”ہر چھوٹی خوشی کا سیلی بریشن“ منعقد کیا گیا۔ خصوصی شخصیتوں مثلاً رونا لڈ میک ڈونالڈ، ممتاز چیف پی پی نیس افسر اور چٹکار آڈی ۳ برائیڈش کے اوپی ویدیا کو بھی اس جشن میں مدعو کیا گیا تھا۔ اس پروگرام کا مقصد غیر سرکاری تنظیم (این جی او) نریش واڈی کے بچوں اور نوجوانوں میں خوشی و مسرت کا ماحول پیدا کرنا تھا۔ ڈائریکٹر میک ڈونالڈ انڈیا (ویسٹ اینڈ سائڈ) نے اس سلسلہ میں اپنے خیالات کا اظہار کرتے ہوئے کہا کہ آج کی مصروف زندگی میں ضرورت اس بات کی ہے کہ ہر چھوٹی خوشی کا سیلی بریشن بھرپور زندگی کے لیے منتر ہو۔

Summary: Along with a NGO working for malnourished children, McDonald's organized an event to spread cheer and give them a chance to enjoy the smaller joys of life. Through this event McDonald's also presented its exciting 'Har Chotti Khushi ka Celebration' offer, where Omi Vaidya of 3 Idiots fame was also present.

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Radio Channel

Channel:	Radio City	Program:	-
Date:	03.03.10	Duration:	5 files (6 mins)

TV Channels

Channel:	TV9	Program:	Screen9
Date:	03.03.10	Duration:	3 mins 11sec

Channel:	Doordarshan News	Program:	Metro Scan
Date:	04.03.10	Duration:	3 mins 8 sec

Channel:	P7 News	Program:	Follywood
Date:	04.03.10	Duration:	4 mins 18sec

Channel:	Star Mazaa	Program:	Dhan Tedhan
Date:	04.03.10	Duration:	3 mins 17sec

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Channel:	Zee Chovis Taaz	Program:	Spotlight
Date:	04.03.10	Duration:	3 mins 23sec