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# McDonald's Chennai Launch

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English Publications

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Date:	6 <sup>th</sup> July, 2009	Page:	3



## MCD GOES ALONE

MC Aloo Tikkis and whole wheat wraps will soon be served along with the world famous burgers and Pizza Mcpuff, named eponymously after the world's biggest fast food chain, McDonalds, in Chennai.

The all famous Golden Arches, a logo of McDonalds, has opened its arms wider to Chennai, as the world famous fast food chain has, finally, launched its first standalone unit in Anna Nagar in the city.

Located near the Anna Nagar Roundana, the new unit comes with a seating capacity of 115, apart from an enclosure for kids.

Keeping with the policy of localising its platter, McD has increased its menu with Indian dishes, keeping in mind the vegetarian populace too. Newly introduced Chicken McNuggets, McChicken and Chicken Mc Grill will be served in this outlet.

Happy Price Menu, which offers a range of Sandwiches, Tikkis, Wedges, puffs and so on, starts at a measly Rs 20, while the Value meals, ranging from Rs 108 to 128, form a majority of what's on offer. Ice creams, floats and other refreshments are also part of the menu.

Launching it in the city on Thursday was danseuse Aishwarya Rajinikanth, along with Ranjit Paliath, director, south, McDonald's India. Along with them was McD's all-famous mascot, Ronald McDonald, who with his quick repartee, ensured the motley customers had a good time.

This new outlet was part of McD India's expansion plans in the South, and over 15 outlets have been planned for setup in the city before 2012 (with seven of them planned for 2010). Chennai got its first McDonald outlet in Ascendas last April.

— Express Features  
theexpress@epmcd.com



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## Mc D comes...

An equally enthusiastic Ranjit Paliath, Director South, McDonald's India beamed, "We are really excited about opening our stand-alone restaurant in Chennai. This is the 23rd restaurant in the South and we are planning to open around ten more restaurants in Chennai alone." When questioned about why he chose Anna Nagar as the destination for the restaurant, his reply was quick, "We chose this area because it is the commercial hub and Second Avenue is a very prominent location." For the residents of Anna Nagar, who were expecting a McD at Ampa Mall, this restaurant comes as a pleasant surprise. "Since there were problems with the opening of Ampa Mall, we could not open our restaurant there. But once the mall is



AR SUMANTH KUMAR

ready to be opened to public, you can expect another restaurant there," said Ranjit. Even before the restaurant was officially opened it managed to grab a lot of attention with curious onlookers queuing to check out the new hang out. Now that it is finally open, Anna Nagarites have reasons to rejoice for McD is finally here with its lip-smacking burgers and fries!

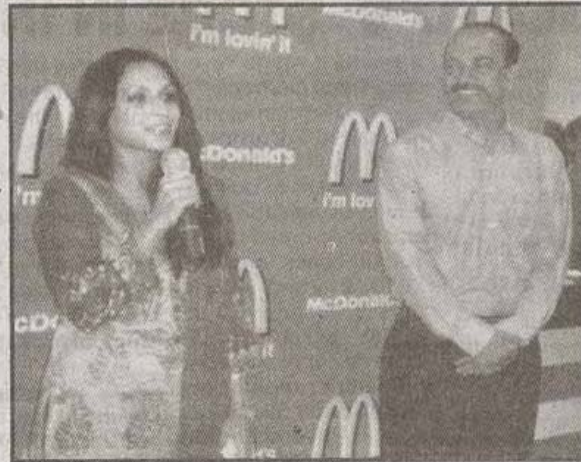
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Publication:	Alwarpet Times	Edition:	Chennai
Date:	05 <sup>th</sup> July, 2009	Page:	4

## Mc Donald's Golden Arches In Chennai



To commemorate the launch of McDonald's first standalone restaurant in Chennai, Aishwarya Dhanush, daughter of legendary actor Rajinikanth was present to grace the occasion. Ronald McDonald, the iconic Chief Happiness Officer of McDonald's, was accorded a traditional welcome to Chennai by Aishwarya and the festivities kicked off with a beautifully choreographed Bharatnatyam

Speaking at the launch, Mr. Ranjit Paliath, Director South, McDonald's India said "We are thrilled to open our first standalone restaurant in Chennai and present the people of the city a truly global, family dining option that offers a quick, tasty & affordable eating out experience. The McDonald's restaurant at Anna Nagar will continue to deliver the same quality of food, excellent service and a relaxed ambience that we are renowned for

Customers in Chennai can now look forward to feasting on their favourite products such as the newly introduced Chicken McNuggets, McVeggie, McChicken, McAlloo Tikki, Chicken McGrill, Wraps made of whole wheat, Maharaja Mac and lots others. McDonald's has developed a special menu to suit Indian tastes, preferences and sensibilities with separate enclosures for vegetarian and non - vegetarian



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Publication:	The Times Of Anna Nagar	Edition:	Chennai
Date:	5 <sup>th</sup> July, 2009	Page:	3

## Mc D comes to Anna

AT Second Avenue

**E**nter Anna Nagar and you will be surprised to find a golden arch and a giant inflatable clown sitting atop a building, right at the centre of Round Tana. Regulars at Ascendas, however, will be familiar with McDonald's motif and the smiling 'Ronald McDonald.'

A visibly excited Aishwarya Dhanush, who was invited to be the chief guest at the launch, confessed her liking for food from McD. "I love the burgers and the fries at McD and I am going to bring my son here often," she said.

THE INTERNATIONAL FOOD GIANT McDONALDS SETS FOOT IN ANNA NAGAR, MUCH TO THE JOY OF THE NEIGHBOURHOOD...



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Publication:	Nungai Times	Edition:	Chennai
Date:	05 <sup>th</sup> July, 2009	Page:	1

## MC DONALD'S first standalone restaurant in Anna Nagar



To commemorate the launch of McDonald's first standalone restaurant in Chennai, Aishwarya Dhanush, daughter of legendary actor Rajinikanth was present to grace the occasion. Ronald McDonald, the iconic Chief Happiness Officer of McDonald's, was accorded a traditional welcome to Chennai by Aishwarya and the festivities kicked off with a beautifully choreographed Bharatnatyam performance.

Speaking at the launch, Mr. Ranjit Paliath, Director South, McDonald's India said "We are thrilled to open our first standalone restaurant in Chennai and present the people of the city a truly global, family dining option that offers a quick, tasty & affordable eating out experience. The McDonald's restaurant at Anna Nagar will continue to deliver the same quality of food, excellent service and a relaxed ambience that we are renowned for globally."

Customers in Chennai can now look forward to feasting on their favourite products such as the newly introduced Chicken McNuggets, McVeggie, McChicken, McAloo Tikki, Chicken McGrill, Wraps made of whole wheat, Maharaja Mac and lots others. McDonald's has developed a special menu to suit Indian tastes, preferences and sensibilities with separate enclosures for vegetarian and non-vegetarian cooking.

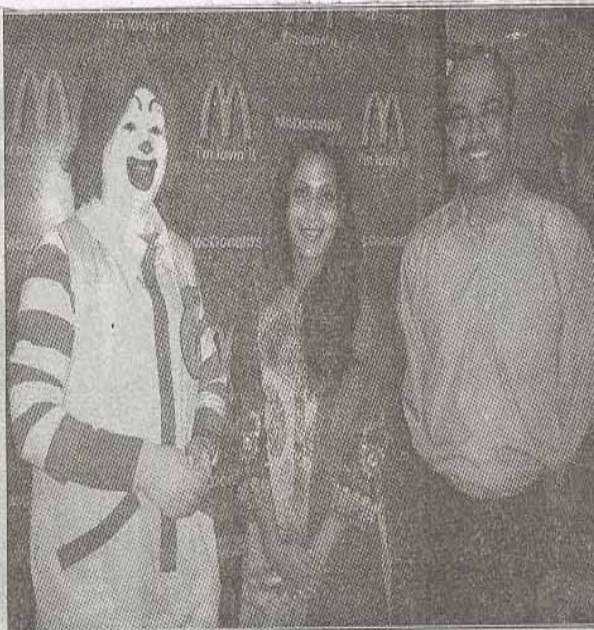


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Publication:	Liberty Times	Edition:	Bhopal
Date:	11 <sup>th</sup> July , 2009	Page:	06



## McDonald's restaurant opened at Anna Nagar

McDonald's, the world's leading food service retailer has announced the opening of its first restaurant in Chennai at Anna Nagar. The restaurant has a capacity of 115 seats and also has a children's party area that customers can hire for birthday celebrations and children's parties.

On the occasion of the launch of the restaurant, Aishwarya Dhanush, daughter of Actor Rajnikanth was present. Ronald

McDonald, the iconic Chief Happiness Officer of McDonald's was accorded welcome to Chennai by Aishwarya. There was also a Bharatanatyam performance in the festivities. Ranjit Paliath, Director South, McDonald's India said, they will present the people of Chennai City, a truly global, family dining option that offers a quick, tasty & affordable eating out experience.



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Date:	10 <sup>th</sup> July, 2009	Page:	8

**DINE OUT**

**McDONALD'S @ ANNANAGAR**

The world's leading fast food chain is now in the city. McDonald's has opened its first standalone restaurant in Anna Nagar and now boasts of a comprehensive menu. Choose from favourites like Mc Aloo tikki, chicken Mc Grill, chicken Mc Nuggets and more. If you want to eat healthy, then go for their wraps which are made of whole wheat. Also on offer are their eggless soft serve ice creams and their ever-popular Happy Meal. Aren't you simply lovin' it? For details, call: 32464624



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Publication:	Central Chronicle	Edition:	Bhopal
Date:	04 <sup>th</sup> July , 2009	Page:	9

## McDonald's to open 10 restaurants in South

**Chennai:** McDonald's, a food service retail chain, is planning to invest Rs 30 crore to open 10 restaurants in southern states. Currently the chain operating 23 restaurants in the four states of Tamil Nadu, Andhra Pradesh, Kerala and Karnataka. Speaking to reporters in Chennai after opening inaugurating its's first stand-alone restaurant, Ranjit Paliath, Director-Southern Region, McDonalds said that across the country the company had planning to open 25-30 stores by 2010, of which 10 will be opened in southern states. The investment will be made along with by its joint venture partner, for Western and Southern regions, Hardcastle Restaurants Private Limited.

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Publication:	Business Standard	Edition:	Chennai
Date:	6 <sup>th</sup> July , 2009	Page:	7

## McDonald's to invest Rs 30 cr

BS REPORTER  
Chennai, 5 July

McDonald's, a food service retail chain, is planning to invest Rs 30 crore to open 10 restaurants in the southern states. The chain currently operates 23 restaurants in the four states of Tamil Nadu, Andhra Pradesh, Kerala and Karnataka.

Speaking to reporters in Chennai after opening its first standalone restaurant, Ranjit Paliath, director-southern region, McDonald's, said across the country the company was planning to open 25-30 stores by 2010, of which 10 will come up in southern states.

The investment will be made along with its joint venture partner Hardcastle Restaurants Private Limited for western and southern regions.



The company plans to open 10 restaurants in the southern states



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Publication:	Financial Chronicle	Edition:	Chennai
Date:	8 <sup>th</sup> July , 2009	Page:	6

## Now, drive through at McDonald's

SANGEETA G

Chennai

FAST food chain McDonald's is leveraging its new concept of drive-in restaurants to increase footfalls, while its happy-price menu has helped it grow during financially difficult times.

Of the 40 new restaurants the chain will have this year, a considerable number will be drive-in ones, which provide the customer the convenience of being served at his vehicle.

"Innovation in formats and menu has resulted in 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 and where they want it," said Ranjit Paliath, director

(south), McDonald's India.

McDonald's has seen 10 to 12 per cent more footfalls in drive-in restaurants. Of the 160 outlets it has, 20 per cent are drive-in ones; the others are standalone outlets and those within food courts. "Our outlets have a total of around 12 million footfalls a month," Paliath said.

According to Paliath, the happy-price menu of Rs 20 a meal had helped the company attain a 30 per cent same-store growth rate last financial year. The wholly-owned subsidiary of McDonald's International has two joint ventures (JV) in India—with Hardcastle Restaurants for the South and West and Connaught Plaza Restaurants for the North and East.

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Date:	4 <sup>th</sup> July, 2009	Page:	05



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# Regional Publications



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Publication:	Vaarthha	Edition:	Chennai
Date:	5 <sup>th</sup> July, 2009	Page:	7



**మెక్‌డొనాల్డ్స్ రెస్టారెంట్ ప్రారంభోత్సవంలో వాల్టర్స్ ఐశ్వర్యా, ధనుష్, సంస్థ డైరెక్టర్ రంజిత వాలియత్**

## అన్నానగర్‌లో మెక్‌డొనాల్డ్స్ రెస్టారెంట్ ప్రారంభం

చెన్నై, జూలై 4 ప్రభాతవార్ బ్యూరో  
ప్రపంచ వ్యాప్తంగా హాట్ వాటిజ్యుంట్లో పేరెన్నికగన్న మెక్‌డొనాల్డ్స్ సంస్థ తొలిసారిగా చెన్నై అన్నానగర్‌లో కొత్త రెస్టారెంట్‌ను ప్రారంభించింది. ప్రముఖ యువనటుడు ధనుష్ సతీమణి ఐశ్వర్యా ఈ రెస్టారెంట్‌ను ప్రారంభించారు. ఈ రెస్టారెంట్‌లో బర్గర్స్, ఫ్రెంచ్ ఫ్రైస్, రాబ్స్ వంటి పలురకాలైన ఆహార పదార్థాలను కుటుంబ సభ్యులతో కలిసి రుచిపూర్వ వస్తునని నిర్వాహకులు తెలిపారు. ఈ రెస్టారెంట్‌లో 115 మంది ఆకస్మిక బోజనం చేయడానికి వీలుంది. అంతేకాకుండా గోల్డెన్ ఆర్చీస్ పేరుతో ఫ్యామిలీ రెస్టారెంట్ కూడా ఏర్పాటు చేశారు. చిన్నపిల్లలకు వుట్టిసరోజు పేరుకలు, చిందలు, వినోదాలకుగాను ప్రత్యేకంగా హాటు కూడా ఉంది. ఈ కార్యక్రమంలో పాల్గొనేందుకుగాను చెన్నైకి విచ్చేసిన సంస్థ చీఫ్ హుటినెస్ ఆఫీసర్ రోనాల్డ్ మెక్‌డొనాల్డ్స్‌ను ఐశ్వర్యాధనుష్ భారతీయ సంప్రదాయం ప్రకారం స్వాగతం పలికారు. అటు పిమ్మట భరతనాట్య ప్రదర్శన జరిగింది. ఈ సందర్భంగా సంస్థ సౌత్‌ఈస్ట్ డైరెక్టర్ రంజిత వాలియత్ మాట్లాడుతూ చెన్నై నగరంలో మెక్‌డొనాల్డ్స్ సంస్థ ఆధ్వర్యంలో స్టేట్ ఆలోన్ రెస్టారెంట్‌ను ప్రారంభించడం సంతోషంగా ఉందని చెప్పారు. అంతర్జాతీయ ప్రమాణాలతో అవ్వడకరమైన వాతావరణంలో నాణ్యమైన ఆహార పదార్థాలను కుటుంబ సభ్యులందరితో కలిసి భుజించడానికి అనువుగా ఈ రెస్టారెంట్‌ను ఏర్పాటు చేశామని వివరించారు. ఈ యేడాదిలోగా దక్షిణాదిన పది రెస్టారెంట్లను ప్రారంభిస్తామని ఆయన చెప్పారు. 2012లోగా చెన్నై నగరంలో సుమారు ఏడు రెస్టారెంట్లను ఏర్పాటు చేస్తామని ఆయన తెలిపారు. ఈ రెస్టారెంట్‌లో చికెన్ మెక్‌నగెట్స్, మెక్‌వెజీస్, మెక్‌బికిన్, మెక్‌ఆలూటిక్స్, మహారాజా మెక్ వంటి ఆహార పదార్థాలు లభిస్తాయని చెప్పారు.

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Date:	6 <sup>th</sup> July, 2009	Page:	8

### McDonald's opens in Chennai

**క్లుప్తంగా**

## అన్నానగర్‌లో మెక్ డోనాల్డ్స్ రెస్టారెంట్

చీఫ్ గవర్నర్, మాజీ సీనియర్ స్టాఫ్ అన్నానగర్‌లో మెక్‌డోనాల్డ్స్ తన కొత్త రెస్టారెంట్‌ను ఆదివారం ప్రారంభించింది. ఆ సందర్భంగా రైల్వే రంజిత్ దీప్తి ప్రారంభించారు. ముఖ్య అతిథిగా రజనీకాంత్ కుమార్లై ఐక్యత ధనుష్ హాజరయ్యారు. వీరితో అనే ఒక కొత్త రకం చిరునాలో ఆత్మంత రుచిరమైన ఆహారాన్ని అందిస్తున్నామని రంజిత్ చెప్పారు. రెస్టారెంట్ 2010 నాటికి మరో వదిలెంట్ రెస్టారెంట్‌ను ప్రారంభిస్తామని తెలిపారు. ఈ రెస్టారెంట్‌లో 115 మంది ఏకకాలంలో పూర్తి ఆహారం తీసుకోవచ్చునని రంజిత్ వివరించారు.



**మెక్ డోనాల్డ్స్ రెస్టారెంట్‌ను ప్రారంభించిన రంజిత్, ఐక్యతా ధనుష్ తదితరులు**

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◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad



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## Headline: McDonald's Ka stand alone Restaurant

**मैकडोनाल्ड का स्टैंड अलोन रेस्टोरेंट**

चेन्नई, 4 जुलाई। तमिलनाडु में मैकडोनाल्ड का पहला स्टैंड अलोन रेस्टोरेंट का लांच चेन्नई के अन्ना नगर

अन्ना नगर स्थित मैकडोनाल्ड के गोल्डन आर्चीस रेस्टोरेंट के उद्घाटन समारोह इलाके में के अवसर पर मौजूद ऐश्वर्या धनुष, मैकडोनाल्ड इंडिया के दक्षिणी निदेशक रंजीत पालित और आइकोनिक मुख्य हार्वे अधिकारी रोनाल्ड मैकडोनाल्ड।

इस रेस्टोरेंट में लोगों का पसंदीदा बर्गर, फ्रेंच फ्राइस, रैपस और कई अन्य सामाग्रिया उपलब्ध रहेंगे। रेस्टोरेंट में 115 लोगों के बैठने की जगह है और उसके साथ ही बच्चों के पार्टी करने के लिए भी जगह है जहां बच्चे अपने जन्मउत्सव मना सकते हैं। रेस्टोरेंट के लांच के अवसर पर मुख्य अतिथि के रूप में दक्षिण फिल्म जगत के सुपर स्टार रंजीतकांत की बेटी ऐश्वर्या धनुष उपस्थित थीं।

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Date:	4th July, 2009	Page:	5

**Caption: McDonald's opens in Anna Nagar. Aishwarya Dhanush and Ronald McDonald the special guest at the event inaugurated the restaurant in the traditional way.**



ஐஸ்வர்யா தனுஷ், மெக்டொனால்டு இந்தியா நிறுவனம் இணைந்து  
அண்ணாநகரில் தொடங்கியுள்ள 'வணக்கம் சென்னை' ரெஸ்டாரெண்டை  
ஐஸ்வர்யா தனுஷ் குத்துவிளக்கேற்றி தொடங்கி வைத்தார்.



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சென்னை அண்ணாநகரில் உள்ள மெக்டோனால்ட்ஸ் உணவகத்தை ஆம்ப் லெப் ரஜினிகான் மகள் திருமதி ஐஸ்வர்யா நகுல் தொட்டி வைத்தார்.

## சென்னை அண்ணா நகரில் மெக்டோனால்ட்ஸ் உணவகத்தை ரஜினி மகள் திறந்து வைத்தார்

சென்னை, ஜூலை 4 - உணவகத் தொழிலில் உலகின் முன்னணி நிறுவனங்களில் ஒன்றான மெக்டோனால்ட்ஸ் முதன்முதலாக சென்னையில் தம்முடைய தனித்துவம்மிக்க உணவகத்தை தொடங்கியுள்ளது. சென்னை அண்ணாநகர் ரவுண்டானாவிற்கு அருகில் அமைந்துள்ள இந்த உணவகத்தை நடிகர் ரஜினிகான் தனது மகள் ஐஸ்வர்யா நகுல் தொட்டி வைத்தார்.

பர்கர், ஃபிரென்ச் ஃபிரை, ராப் என்ட் பல் வேறு விதமான உண்பண்டங்களைக் குடும்பத்தோடு உண்டு மகிழ்வதற்கு ஏற்ற வகையில் 115 பேர் அமர்வதற்கு உத்த இடமாக இப்பதிய மெக்டோனால்ட் கோல்டன் ஆர்ச்ஸ் எனப்படும் குடும்ப உணவகம் அமைந்துள்ளது. மேலும் குழந்தைகளின் பிறந்தநாள் கொண்டாட்டங்கள், குழந்தைகளின் விருந்து நிகழ்ச்சிகளுக்கு தேவையான நிகழ்ச்சிக்கூடமும் இடதான் இணைந்துள்ளது. மெக்டோனால்ட்ஸ் உணவகத்தை திறந்து வைப்பதற்கு

பாரம்பரிய முறையிலான வரவேற்பினை அளித்தார். மெக்டோனால்ட் இந்தியாவின் தென்னக இயக்குனர் ரஞ்சித்பாலியாத் இத்தொடக்க விழா நிகழ்ச்சியில் பேசுகையில், தென்னிந்தியாவில் மெக்டோனால்ட்ஸ் உணவகங்களைத் திறக்க வேண்டும் என்ற நோக்கம் விரிவாக்கத் திட்டத்தின்படி, சென்னை யில் முதல் மெக்டோனால்ட்ஸ் தனிநிலை உணவகத்தை நாங்கள் தற்போது திறந்துள்ளோம். அடுத்ததாக இந்த ஆண்டு முடிவிற்குள் தென்னிந்தியாவில்

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ప్యాపీస్, ఆన్లైన్

మెక్ డొనాల్డ్ రెస్టారెంట్ చెన్నయ్ నగరంలో ప్రారంభమైంది. దీనిని ప్రముఖ నటుడు రజనీకాంత్ కుమార్తె షశ్వర్య ప్రారంభించారు. ఈ సందర్భంగా మెక్ డొనాల్డ్ ఇండియా డక్షిణ విభాగం సంచాలకుడు రంజిత్ పాలియత్ మాట్లాడుతూ ప్రస్తుతం దీనిని అన్నానగర్ లో ప్రారంభిస్తున్నమని, దక్షిణ భారతదేశంలో కనీసం 10 రెస్టారెంట్స్ ప్రారంభించాలని, 2010కల్లా చెన్నయ్ లో 5 నుంచి 7 రెస్టారెంట్స్ ప్రారంభానికి ఏర్పాట్లు చేస్తున్నామని, మాకు దేశంలో 160 రెస్టారెంట్స్ ఉన్నాయని తెలిపారు. ఈ ప్రారంభ కార్యక్రమంలో భాగంగా, భరతనాట్యం తదితర పలు సాంస్కృతిక కార్యక్రమాలు నిర్వహించారు.

## మెక్ డొనాల్డ్ రెస్టారెంట్ ప్రారంభం



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உங்கள் உணவு உலகம்

உலகம்:1 உணவு:1

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தமிழகத்தில் முதல் மெக்டோனால்ட்ஸ் உணவகம்!

இந்து முதல் ஏழு உணவகங்கள் உள்லோம்' என்றார். மெக்டோனால்ட்ஸ் உணவகம்

உணவுத் தொழில் உலகின் முன்னணி நிறுவனங்களின் ஒன்றான மெக்டோனால்ட்ஸ் முதன் முதலாக சென்னையில் தம்முடைய உணவகத்தை தொடங்கியுள்ளது. சென்னை அண்ணாநகர் ரவுண்டானாவிற்கு அருகில் அமைந்துள்ள இந்த உணவகத்தை நடிகர் ரஜினிகாந்தின் மகள் ஜஸ்வரீயா தனது அண்மையில் தொடங்கி வைத்தார்.

குடும்பத்தோடு உண்டு மகிழ்வதற்கு ஏற்ற வகையில் நூற்றி பதினைந்து பேர் அமருவதற்கு உகந்த இடமாக இந்த மெக்டோனால்ட்ஸ் கோல்டன் ஆர்ச்ஸ் எனப்படும் இந்த உணவகம் அமைந்துள்ளது. குழந்தைகளின் பிறந்தநாள் கொண்டாட்டங்கள், மற்ற விருந்து நிகழ்ச்சிகளுக்கு தேவையான நிகழ்ச்சி கூடமும் இத்துடன் இணைக்கப்பட்டுள்ளது.

மெக்டோனால்ட்ஸ் இந்தியாவின் தென்னக இயக்குநர் ரஞ்சித் பாலியாத் இத்தொடக்க விழா நிகழ்ச்சியில் பேசுகையில், தென்னிந்தியாவில் மெக்டோனால்ட்ஸ் உணவகங்களை நிறக்க வேண்டும் என்ற எங்கள் விரிவாக்கத் திட்டத்தின்படி சென்னையில் முதன் முதலாக இதை தொடங்கியுள்ளோம். அடுத்து இந்த ஆண்டு முடிவிற்குள் தென்னிந்தியாவில் இன்னும் புதிய பத்து உணவகங்களை நிறக்க திட்டமிட்டு வருகிறோம். 2012ஆம் ஆண்டு வாக்கில் சென்னையில் மட்டும்

கத் சிக்கன் மென்ட்ஸ் கூட்ஸ், மெக் வெஜ்ஜி, மெக் சிக்கன், மெக் ஆலு டிக்கி, சிக்கன் மெக்ஸிமில், கோதுமை யால் ஆன ராப் வகைகள், மகாராஜா கேக் என்று வகை, வகையான தின்பண்டங்கள் தயாரிக்கப்படுகின்றன. சைவ உணவுப் பிரியர்களுக்காக மெக் வெஜ்ஜி பர்கர், பன்னீர் சல்சா ராப், மெக் ஆலு டிக்கி பர்கர், பிட்ஸா மெக் பப் போன்றவையும் இங்கு வழங்கப் படுகின்றன. மாட்டியிறைச்சி, பன்றிறைச்சி இந்த உணவகத்தின் உணவுப் பட்டியலிலிருந்து நீக்கப்பட்டுள்ளன. முட்டை கலக்காத, சான்ட்விச், சாஸ்கள் போன்ற நூறு விழுக்காடு சைவ உணவுகளும் இங்கே உண்டு.

- மேகமைவாணன்





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**உங்கள் உணவு உலகம்**

உலகம்:1      \* \* \*      உணவு:1

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**தமிழகத்தில் முதல் மெக்டோனால்ட்ஸ் உணவகம்!**

ஐந்து முதல் ஏழு உணவகங்களை உள்ளோம்' என்றார். மெக்டோனால்ட்ஸ் உணவகம்

உணவுத் தொழில் உலகின் முன்னணி நிறுவனங்களின் ஒன்றான மெக்டோனால்ட்ஸ் முதன் முதலாக சென்னையில் தம்முடைய உணவகத்தை தொடங்கியுள்ளது. சென்னை அண்ணாநகர் ரவுண்டானா விற்கு அருகில் அமைந்துள்ள இந்த உணவகத்தை நடிகர் ரஜினிகாந்தின் மகள் ஐஸ்வர்யா தனுஷ் அண்மையில் தொடங்கி வைத்தார்.

குடும்பத்தோடு உண்டு மகிழ்வதற்கு ஏற்ற வகையில் நூற்றி பதினைந்து பேர் அமருவதற்கு உகந்த இடமாக இந்த மெக்டோனால்ட்ஸ் கோல்டன் ஆர்க்சஸ் எனப்படும் இந்த உணவகம் அமைந்துள்ளது. குழந்தைகளின் பிறந்தநாள் கொண்டு டாட்டங்கள், மற்ற விருந்து நிகழ்ச்சிகளுக்கு தேவையான நிகழ்ச்சி கூடமும் இத்துடன் இணைக்கப்பட்டுள்ளது.

மெக்டோனால்ட்ஸ் இந்தியாவின் தென்னக இயக்குநர் ரஞ்சித் பாலியாத் இத்தொடக்க விழா நிகழ்ச்சியில் பேசுகையில், தென்னிந்தியாவில் மெக்டோனால்ட்ஸ் உணவகங்களை திறக்க வேண்டும் என்ற எங்கள் விரிவாக்கத் திட்டத்தின்படி சென்னையில் முதன் முதலாக இதை தொடங்கியுள்ளோம். அடுத்து இந்த ஆண்டு முடிவிற்குள் தென்னிந்தியாவில் இன்னும் புதிய பத்து உணவகங்களை திறக்க திட்டமிட்டு வருகிறோம். 2012ஆம் ஆண்டு வாக்கில் சென்னையில் மட்டும்

கத் சிக்கன் மெக்நக் கட்ஸ், மெக் வெஜ்ஜி, மெக் சிக்கன், மெக் ஆலு டிக்கி, சிக்கன் மெக்கிரில், கோதுமை யால் ஆன ராப் வகைகள், மகாராஜா கேக் என்று வகை, வகையான தின்பண்டங்கள் தயாரிக்கப்படுகின்றன. சைவ உணவுப் பிரியர்களுக்காக மெக் வெஜ்ஜி பர்கர், பன்னீர் சல்சா ராப், மெக் ஆலு டிக்கி பர்கர், பீட்ஸா மெக் பப் போன்றவையும் இங்கு வழங்கப் படுகின்றன. மாட்டிறைச்சி, பன்றிறைச்சி இந்த உணவகத்தின் உணவுப் பட்டியலிலிருந்து நீக்கப்பட்டுள்ளன. முட்டை கலக்காத, சான்ட்விச், சாஸ்கள் போன்ற நூறு விழுக்காடு சைவ உணவுகளும் இங்கே உண்டு.

- மேகலைவாணன்

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స్పాటిస్, ఆన్లైన్

మెక్ డొనాల్డ్ రెస్టారెంట్ చెన్నయ్ నగరంలో ప్రారంభమైంది. దీనిని ప్రముఖ నటుడు రజనీకాంత్ కుమార్తె షఫ్యర్ ప్రారంభించారు. ఈ సందర్భంగా మెక్ డొనాల్డ్ ఇండియా దక్షిణ విభాగం సంచాలకుడు రంజిత్ పాలియత్ మాట్లాడుతూ ప్రస్తుతం దీనిని అన్నానగర్లో ప్రారంభిస్తున్నమని, దక్షిణ భారతదేశంలో కనీసం 10 రెస్టారెంట్స్ ప్రారంభించాలని, 2010కల్లా చెన్నయ్లో 5 నుంచి 7 రెస్టారెంట్లు ప్రారంభానికి ఏర్పాట్లు చేస్తున్నామని, మాకు దేశంలో 160 రెస్టారెంట్లు ఉన్నాయని తెలిపారు. ఈ ప్రారంభ కార్యక్రమంలో భాగంగా, భరతనాట్యం తదితర పలు సాంస్కృతిక కార్యక్రమాలు నిర్వహించారు.

**మెక్ డొనాల్డ్ రెస్టారెంట్ ప్రారంభం**



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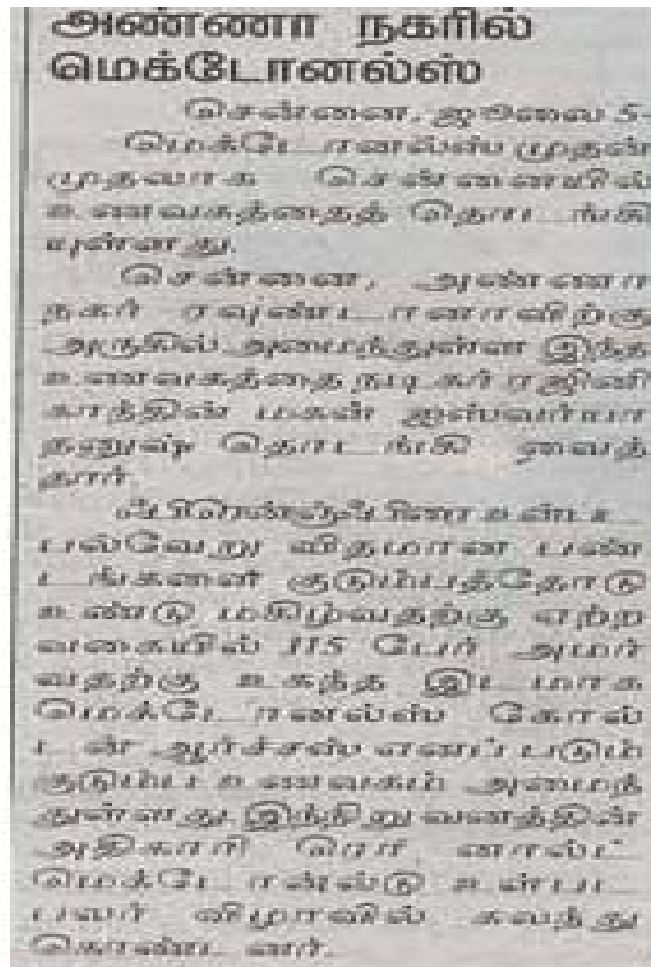
Publication:	Murasoli	Edition:	Chennai
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Date:	6 <sup>th</sup> July, 2009	Page:	7

## Headline: McDonald's first standalone restaurant in Chennai







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Date:	6 <sup>th</sup> July, 2009	Page:	7

**Headline: "First McDonald's outlet inaugurated in Anna Nagar, Chennai"**

**சென்னை-அண்ணா நகரில் தமிழகத்தின் முதல் மெக்டோனல்ஸ் உணவகம் திறப்பு**

உணவகத் தொழிலில் உலகின் முன்னணி நிறுவனங்களில் ஒன்றான மெக்டோனல்ஸ் முதல் முதலாக சென்னையில் தம்முடைய தனித்தவம் மிக்க உணவகத்தைத் தொடங்கியுள்ளது. சென்னை, அண்ணாநகர் ரவுண்டானாவிற்கு அருகில் அமைந்துள்ள இந்த உணவகத்தை நடிகர் ரஜினிகாந்தின் மகள் ஐஸ்வர்யா தனுஷ் தொடங்கி வைத்தார்.

பர்கர் ஃபிரென்ச் ஃபிரை ராப் என்று பல்வேறு விதமான உண்பண்டங்களைக் குடும்பத்தோடு உண்டு மகிழ்வதற்கு ஏற்ற வகையில், 115 பேர் அமர்வதற்கு உகந்த இடமாக இப்புதிய மெக்டோனல்ஸ் கோல்டன் ஆர்ச்சஸ் எனப்படும் குடும்ப உணவகம் அமைந்துள்ளது. மேலும், குழந்தைகளின் பிறந்தநாள் கொண்டாட்டங்கள், குழந்தைகளின் விருந்து நிகழ்ச்சிகளுக்கு தேவையான நிகழ்ச்சிக் கூடமும் இத்துடன் இணைந்துள்ளது.

மெக்டோனல்ஸ் உணவகத்தை திறந்து வைப்பதற்காக சென்னைக்கு வருகை தந்த இந்நிறுவனத்தின் முதன்மை மகிழ்ச்சி அதிகாரி ரொனால்ட் மெக்டோனல்டுக்கு ஐஸ்வர்யா பாரம்பரிய முறையிலான வரவேற்பினை அளித்தார். இதனையடுத்து, மிகச் சிறந்த பரதநாட்டிய நிகழ்ச்சியும் இனிதே நடைபெற்றது. மெக்டோனல்ஸ் இந்தியாவின் தென்னக இயக்குநர் ரஞ்சித் பாலியாத் இத்தொடக்கவிழா நிகழ்ச்சியில் பேசுகையில், சென்னையில் எங்கள் மெக்டோனல்ஸ் தனிநிலை உணவகத்தை திறப்பதில் நாங்கள் பெருமகிழ்ச்சியடைகிறோம் என்றார்.