



McDonald's Corporate Story

The Economic Times



Online Coverage



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McDonald's to add 40 outlets by Dec

15 Feb 2009, 2344 hrs IST, Pradeep Pandey, ET Bureau

MUMBAI: Fast-food retailer McDonald's will step up expansions in India after recording a 20% year-on-year growth early this year. The retailer plans to open 40 new restaurants by 2009-end, said Amit Jatia, JV partner & MD (west & south region).

"We are also increasing our headcount to 7,000 from 5,000 at a time when most companies are either cutting costs or reducing employee numbers," he said.

McDonald's India is a 50:50 joint venture between McDonald's and Hardcastle Restaurants for west and south India. For east and north India, the food retailer has a tie up with Vikram Bakshi's Cannaught Plaza Restaurants.

McDonald's refrained from hiking prices despite rising pressure on input costs last year. "Currently, we do not see any reason for raising prices of our food items as the commodity prices, especially edible oil prices, have eased and our back-end supply-chain is strong enough," Mr Jatia added.

The largest fast-food retail network will invest around Rs 120 crore, excluding real estate, for its expansion.

The food retailer offers services to 180 million customers every year from its 155 outlets and expects to manage the customer growth rate of 30-40% on y-o-y basis. Further, it has tied up with BPCL and HPCL to open restaurants at their upcoming motels on express highways.



"At present, McDonald's has 15 outlets on express highways, which may go up to 20 by the year end. We have tied up with BPCL and HPCL last year and are identifying locations," Mr Jatia said. BPCL had planned to open about 320 petrol pumps with either one-stop truckers shop (OSTS) or one-stop truckers and tourists shop (OSTTS) — called Ghar —by 2012.

The Indian operations of the US-based food retailer has completed over 12 years. McDonald's has become household name, especially for its burgers and french fries. It made a joint investment of around Rs 1,000 crore in the past five years, which also includes investment in strengthening back-end supply-chain to ensure uninterrupted supply of inputs, Mr Jatia said.

For its back-end supply-chain, the company has tied up with French company McCain for french fries, besides Vista Processed Foods and Dynamix Dairy for buns and dairy products.



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McDonald's gets set for bigger fare

Plans To Open 40 New Restaurants By 2009-End & Up India Headcount To 7,000

Pradeep Pandey
MUMBAI

FAST-food retailer, McDonald's, will step up expansions in India after recording a 20% year-on-year growth early this year. The retailer plans to open 40 new restaurants by the end of 2009, says McDonald's India joint venture partner and MD (west and south operations) Amit Jatia. "We are also increasing our headcount to 7,000 from 5,000 at a time when most companies are either cutting costs or reducing employee numbers," he said. McDonald's India is a joint venture between McDonald's and Hardcastle Restaurants for the west and south India. The US food giant has a joint venture with Vikram Bakshi's Canifaught Plaza Restaurants for the east and north India.

McDonald's refrained from hiking prices despite rising pressure on input costs last year. "Currently, we do not see any reason for raising prices of our food items as the commodity prices, especially of edible oil, have eased and our back-end supply chain is strong enough," Mr Jatia said. The largest fast-food retail network will invest about Rs 120 crore, excluding real-estate, this year to expand across the country.

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customers every year from its 155 retail shops and expects to manage the customer growth rate of 30-40% on a y-o-y basis. Further, it had tied up with public sector petroleum majors, Bahrain Petroleum Corporation and Hindustan Petroleum Corporation, to open restaurants at their upcoming motels on express highways. "At present, McDonald's has 15 shops on highways. This may go up to 20 by the end of this year. We had tied up with BPCL and HPCL last year and are identifying the locations," Mr Jatia said. BPCL had planned to open about 320 petrol pumps with either one-stop truckers shop (OSTS) or one-stop truckers and tourists shop (OSTTS)—named as Ghar—by 2012.

The Indian operations of the US-based food retailer has completed over 12 years and has become household name, especially for its burgers and french-fries. It had made a joint investment of about Rs 1,000 crore in last five years, which also includes investment in strengthening back-end supply chain to ensure uninterrupted supply of inputs, Mr Jatia said. For its back-end supply chain, the company has tied up with French company, McCain, for french-fries besides Vista Processed Foods and Dynamix Dairy for buns and dairy products.

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GETTING FATTER



- **McDonald's refrained from hiking prices despite rising pressure on input costs last year**
- **The largest fast-food retail chain will invest Rs 120 crore, excluding realty, this year to expand across the country**
- **The food retailer offers services to 180-million customers every year and expects to manage customer growth rate of 30-40% on a y-o-y basis**
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McDonald's to open 40 more outlets, ramp up headcount

McDonald's will step up expansions in India after recording 20% year-on-year growth early this year. The retailer plans to open 40 restaurants by the end of 2009, and increase its headcount to 7,000 from 5,000 according to McDonald's India JV partner and MD (west and south operations) Amit Jatia.

McDonald's set to get fatter

Planning To Open 40 New Restaurants By 2009-End; To Increase India Headcount To 7,000

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McDonald's set for a big bite of Indian mkt

Pradeep Pandey
MUMBAI

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McDonalds to open 40 new restaurants in 2009

મેકડોનાલ્ડ્સ 2009માં 40 નવી રેસ્ટોરાં શરૂ કરશે

પ્રદીપ પાંડે
મુંબઈ

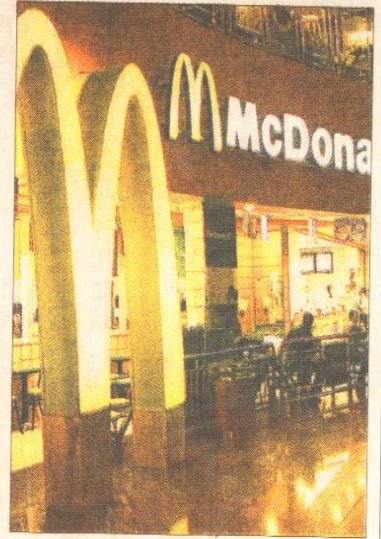
ભારતમાં આ વર્ષે ૨૦ ટકાના દરે વૃદ્ધિ નોંધાવનાર ફાસ્ટ-ફૂડ રિટેલર મેકડોનાલ્ડ્સ વિસ્તરણ કરશે. મેકડોનાલ્ડ્સ સાથેના સંયુક્ત સાહસના ભાગીદાર અને એમડી અમિત જતિયા (પશ્ચિમ અને દક્ષિણ ભારત)એ જણાવ્યું હતું કે, “કંપની ૨૦૦૯ના અંત સુધીમાં ૪૦ નવી રેસ્ટોરાં શરૂ કરવાની યોજના છે. મોટા ભાગની કંપનીઓ હાલમાં કર્મચારીઓની સંખ્યા ઘટાડી રહી છે ત્યારે અમે અમારા કર્મચારીઓની સંખ્યા પાંચ હજારથી સાત હજાર કરીશું.”

મેકડોનાલ્ડ્સ ઈન્ડિયા પશ્ચિમ-દક્ષિણ ભારતમાં મેકડોનાલ્ડ્સ અને હાર્ડિકેસલ છે અને તેને વર્ષે ૩૦થી ૪૦ ટકાના દરે રેસ્ટોરાં વચ્ચેનું અને પૂર્વ તથા ઉત્તર

ભારતમાં વિક્રમ બ્રહ્મની કોનોટ પ્લાઝા રેસ્ટોરાં વચ્ચેનું ૫૦:૫૦નું સંયુક્ત સાહસ છે. ગયા વર્ષે ખર્ચના દબાણ છતાં મેકડોનાલ્ડ્સે ભાવ વધારવાનું ટાળ્યું હતું. જતિયાએ જણાવ્યું હતું કે, “કોમોડિટીના ભાવ અને તેમાં પણ ખાસ કરીને ખાદ્ય તેલના ભાવમાં નોંધપાત્ર ઘટાડો થતાં હાલમાં અમે અમારી ફૂડ આઈટમોના ભાવમાં વધારો કરવા પાછળનું કોઈ કારણ જોતા નથી અને અમારી બેક-એન્ડ સપ્લાય ચેઈન મજબૂત છે. આમ દેશનું આ સૌથી મોટું ફાસ્ટ ફૂડ રિટેલ નેટવર્ક વિસ્તરણ પાછળ રૂ. ૧૨૦ કરોડનું રોકાણ કરશે. તેમાં રિયલ એસ્ટેટનો સમાવેશ થતો નથી. કંપની તેની ૧૫૫ રિટેલ શોપ્સ દ્વારા દર વર્ષે ૧૮ કરોડ ગ્રાહકને ફૂડ રિટેલ સર્વિસ ઓફર કરે છે અને તેને વર્ષે ૩૦થી ૪૦ ટકાના દરે ગ્રાહકવૃદ્ધિની અપેક્ષા છે.

વધુમાં કંપનીએ જાહેરક્ષેત્રની બહેરીન પેટ્રોલિયમ કોર્પોરેશન અને હિંદુસ્તાન પેટ્રોલિયમ કોર્પોરેશન સાથે તેમની એક્સપ્રેસ હાઈવે પર ખૂલનારી મોટેલમાં રેસ્ટોરાં શરૂ કરવાનો કરાર કર્યો છે. હાલમાં મેકડોનાલ્ડ્સ હાઈવે પર ૧૫ શોપ્સ ધરાવે છે અને વર્ષના અંત સુધીમાં તેની સંખ્યા વધારીને ૨૦ કરી શકે છે.

બીપીસીએલ ૨૦૧૨ સુધીમાં ૩૨૦ પેટ્રોલ પંપની સાથે વન સ્ટોપ ટ્રકર્સ શોપ (ઓએસટીએસ) કે વન સ્ટોપ ટ્રકર્સ એન્ડ ટૂરિસ્ટ શોપ (ઓએસટીટીએસ) શરૂ કરવાનું આયોજન ધરાવે છે, જેને ‘ધર’નું ઉપનામ અપાશે. મેકડોનાલ્ડ્સના ભારતીય કામકાજે ભાર વર્ષ પૂરા કર્યા છે અને બર્ગર તથા ફ્રેન્ચ-ફાઈઝ માટે તે ઘેર-ઘેર જાણીતી બની ગઈ છે. કંપનીએ છેલ્લાં પાંચ વર્ષમાં રૂ. એક હજાર કરોડનું સંયુક્ત રોકાણ કર્યું છે.



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પ્રદીપ પાંડે
મુંબઈ

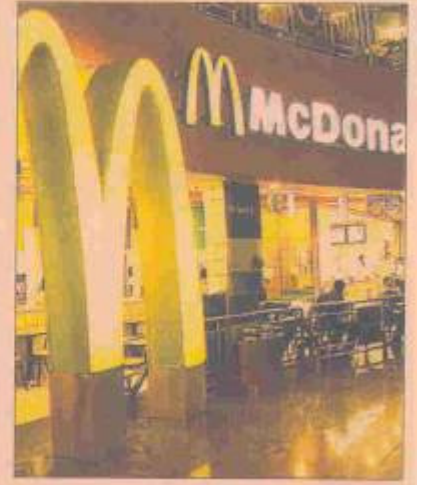
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ભારતમાં બિફમ બસીની કોનૉટ પ્લાઝા રેસ્ટોરાં વચ્ચેનું ૫૦:૫૦નું સંયુક્ત સાહસ છે. ગયા વર્ષે ભરવેના કબાણ છતાં મેકડોનાલ્ડ્સે ભાવ વધારવાનું ટાળ્યું હતું. જિતિયાએ જણાવ્યું હતું કે, "કોમોર્સિટીના ભાવ અને તેમાં પણ ખાસ કરીને ખાદ્ય તેલના ભાવમાં નોંધપાત્ર ઘટાડો થતાં હાલમાં અમે અમારી ફૂડ આઈટમોના ભાવમાં વધારો કરવા પાછળનું કોઈ કારણ જોતા નથી અને અમારી બેક-એન્ડ સપ્લાય ચેઈન મજબૂત છે. આમ હેરાન આ સોથી મોટું ફાસ્ટ ફૂડ રિટેલ નેટવર્ક વિસ્તરણ પાછળ રૂ. ૧૨૦ કરોડનું રોકાણ કરશે. તેમાં રિયલ એસ્ટેટનો સમાવેશ થતો નથી. કંપની તેની ૧૫૫ રિટેલ શોપ્સ દ્વારા ૬૨ વર્ષે ૧૮ કરોડ ગ્રાહકને ફૂડ રિટેલ સર્વિસ ઓફર કરે છે અને તેને વર્ષે ૩૦થી ૪૦ ટકાના દરે ગ્રાહકવૃદ્ધિની અપેક્ષા છે.

વધુમાં કંપનીએ જાહેરસેઝની બહેરીન પેટ્રોલિયમ કોર્પોરેશન અને હિંદુસ્તાન પેટ્રોલિયમ કોર્પોરેશન સાથે તેમની એક્સપ્રેસ હાઈવે પર ખુલનારી મોટેલમાં રેસ્ટોરાં શરૂ કરવાનો કરાર કર્યો છે. હાલમાં મેકડોનાલ્ડ્સ હાઈવે પર ૧૫ શોપ્સ ધરાવે છે અને વર્ષના અંત સુધીમાં તેની સંખ્યા વધારીને ૨૦ કરી શકે છે.

બીપીસીએલ ૨૦૧૨ સુધીમાં ૩૨૦ પેટ્રોલ પંપની સાથે વન સ્ટોપ ટ્રક્સ શોપ (ઓએસટીએસ) કે વન સ્ટોપ ટ્રક્સ એન્ડ ટુરિસ્ટ શોપ (ઓએસટીટીએસ) શરૂ કરવાનું આયોજન ધરાવે છે, જેને 'ધર'નું ઉપનામ અપાશે. મેકડોનાલ્ડ્સના ભારતીય કામકાજે બાર વર્ષ પૂરા કર્યા છે અને બર્થડે તથા કેન્સ-ફાઈઝ માટે તે ઘેર-ઘેર જાણીતી બની ગઈ છે. કંપનીએ છેલ્લા પાંચ વર્ષમાં રૂ. એક હજાર કરોડનું સંયુક્ત રોકાણ કર્યું છે.





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McDonald's to add 40 outlets by Dec

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FAST-FOOD retailer McDonald's will step up expansions in India after recording a 20% year-on-year growth early this year. The retailer plans to open 40 new restaurants by 2009-end, said Amit Jafia, JV partner & MD (west & south region). "We are also increasing our headcount to 7,000 from 5,000 at a time when most companies are either cutting costs or reducing employee numbers," he said.

McDonald's India is a 50:50 joint venture between McDonald's and Hardcastle Restaurants for west and south India. For east and north India, the food retailer has a tie up with Vikram Bakshi's Carmaugh Plaza Restaurants. McDonald's refrained from hiking prices despite rising pressure on input costs last year. "Currently, we do not see any reason for raising prices of our food items as the commodity prices, especially edible oil prices, have eased and our back-end supply-chain is strong enough," Mr Jafia added. The largest fast-food retail network will invest around Rs 120 crore, excluding real estate, for its expansion.

The food retailer offers services to 180 million customers every year from its 155 outlets and expects to manage the customer growth rate of 30-40% on y-o-y basis. Further, it has tied up with BPCL and HPCL to open restaurants at their upcoming motels on express highways.