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McDonald's McNuggets launch event coverage document



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English

Publications

TORQUE COMMUNICATIONS PVT. LTD.

◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Afternoon	Edition:	Mumbai
Date:	May 27 th , 2009	Page:	11

BY PHILIP VARGHESE

It was Cyrus Broacha's day out at a city hotel on Tuesday as the original man of funk engaged scores of journalists in an interesting and funny chat about McDonald.

McDonald's on Tuesday introduced another mouth watering phenomenon - the Chicken McNuggets.

While the event was planned as a product launch, it more or less looked like 'the Great Indian Laughter Challenge' with Cyrus as the participant. As the show progressed, Cyrus later invited Amit Jatia, Managing Director of Mc-

Donald India to talk on the growth of the brand in India while also tracing the expansion of the menu. Adding to the excitement at the launch was a parade of human-sized floats depicting the hot favourites from the McDonald's menu including - McChicken, French Fries and Filet-o-Fish. The new entrants of the company - the Chicken McNuggets made a grand entrance - jumping out of a box and creating quite a stir.

Jatia said, "Chicken McNuggets are bite sized pieces of breaded boneless chicken formed in various shapes like Ball, Boot, Bell and Bone, fried and served hot with smoke-flavoured Barbeque Sauce

Cyrus' laugh riot at McDonald's!

or Mustard Sauce. McNuggets is a fun two fingered food coated with a crispy golden tempura that gives it a soft and juicy inner and crispy outer. It will be available in all 160 McDonald's restaurants across India with price range starting from Rs. 69 for a six-piece box."

He further said, "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 India has witnessed a double-digit growth this year and same-store sales have increased by 30% over the last year. In 2009, Speaking about the growth at McDonald's, 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 conven-



McDonald's MD Amit Jatia (2nd R) is thrilled with the fun show



HA HA HA! Cyrus gives a journalist a taste of the best medicine

ience 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." ■



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◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Hindustan Times –Café	Edition:	Mumbai
Date:	May 28 th , 2009	Page:	II-18





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◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Mid-Day	Edition:	Bangalore
Date:	May 29 th , 2009	Page:	16

CHICKEN McNUGGETS
At: All McDonalds Outlets

McDonald's has introduced Chicken McNuggets — bite-sized pieces of breaded boneless chicken, formed in various shapes like ball, boot, bell and bone, fried and served hot with smoke-flavoured barbeque sauce or mustard sauce.

DELICIOUS: Try the Chicken McNuggets at McDonalds





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◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Daily News and Analysis	Edition:	Bangalore
Date:	June 01 st , 2009	Page:	4

.THE BIG DEAL.

CARE to start the week with something new on the menu? Head straight to any of the McDonald's outlets and feast on the latest inclusion, the Chicken McNuggets. These bite-sized pieces of breaded boneless chicken in various shapes like a ball, boot, bell and bone, fried and served hot with smoke-flavoured Barbeque Sauce or some tangy Mustard Sauce. Soft and juicy on the inside and crispy outside, this lip-smacking snack is sure to keep you asking for more.



Priced at Rs 99 and Rs 69 for nine and six pieces respectively.

- Chicken - McNuggets
chicken ka naya style-ammam!

WRITE TO US

GOT A SALE OR A NEW PRODUCT? WRITE IN TO afterhoursbin@dnaindia.net WITH 'SHOP' IN THE SUBJECT LINE



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Publication:	The Hindu	Edition:	Hyderabad
Date:	June 01 st , 2009	Page:	4

Fun with Mc Nuggets

McDonald's has introduced the Chicken McNuggets. Chicken McNuggets are bite-sized pieces of breaded boneless chicken in shapes like ball, boot, bell and bone, fried and served hot with smoke-flavoured barbeque sauce or mustard sauce. McDonald's Chicken McNuggets are made with quality white meat chicken and contain zero grams of trans fat per serving. The price range starts from Rs. 69 for a six piece box.





TORQUE COMMUNICATIONS PVT. LTD.

◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Finance Today	Edition:	Mumbai
Date:	May 25 th - 31 st , 2009	Page:	2

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

McDonald's today introduced another mouth watering phenomenon to the McDonald's

Chicken McNuggets are bite sized pieces of breaded boneless chicken formed in various

dian customers. The introduction is



Amit Jatia, MD McDonald's India with Cyrus at the launch of Chicken McNuggets

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.

India family, the Chicken McNuggets, as part of its on going menu innovation programme. Television funny man Cyrus Broacha engaged Amit Jatia, MD McDonald's India in an interesting and humorous chat on the growth of the brand in India while also tracing the expansion of the menu. Adding to the excitement at the launch was a parade of human-sized floats depicting the hot favourites from the McDonald's menu including - McChicken, French Fries and Filet-o-Fish. The new entrants to the McDonald's India family - the Chicken McNuggets made a grand entrance - jumping out of a box and creating quite a stir.

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. 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.

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.

Speaking on the introduction of this new product to Indian customers, 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 In-

Commenting on the growth at McDonald's, 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 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.



TORQUE COMMUNICATIONS PVT. LTD.

◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Central Chronicle	Edition:	Bhopal
Date:	May 31 st , 2009	Page:	7

McDonald's launches global favourite - Chicken McNuggets

Chronicle News Service
Indore, May 30

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. 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 phe-

nomenon 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.

The product, launched in an entertaining format today by Cyrus Broacha along with Mr. Amit Jatia, MD McDonald's India, 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 prod-

uct 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."



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Publication:	Hindustan Times-Live	Edition:	Indore
Date:	May 31 st , 2009	Page:	3

Chicken McNuggets at McDonald's

McDonald's on Saturday introduced Chicken McNuggets, as part of its on going menu innovation programme. A spokesman for the company said here that McNuggets are bite sized pieces of breaded boneless chicken formed in various shapes like ball, boot, bell and 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 and juicy inner and crispy outer. The price range starts from Rs 69 for a six-piece box.



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Publication:	The Free Press Journal	Edition:	Mumbai
Date:	June 03 rd , 2009	Page:	13

McDonald's's Chicken McNuggets now in India

McDonald's introduced another mouth watering phenomenon to the McDonald's India family, the Chicken McNuggets, as part of its on going menu innovation programme. 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 audiences 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.



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Publication:	The Hindu Metro Plus	Edition:	Bangalore
Date:	June 02 nd , 2009	Page:	

NUGGETS

McDonald's has launched Chicken McNuggets, bite-sized pieces of breaded boneless chicken in various shapes, fried and served with smoke-flavoured barbeque sauce or mustard sauce. The Chicken McNuggets will be available across outlets in India in options of six pieces and nine pieces for Rs. 69 and Rs. 99 respectively.



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Publication:	Trinity Mirror	Edition:	Mumbai
Date:	May 29 th , 2009	Page:	7

McDonald's plans Rs 400 cr expansion

Mumbai, May,29:

McDonald's plans to invest Rs.400 crore to Rs.500 crore over the next five years to open 150 to 170 restaurants in India. The company spends around Rs.3 crore on each outlets. The company entered India 13 years ago, is present in 30 cities in India and serves 3 to 4 lakh people everyday said Mr. Amit Jatia, Managing Director, McDonald's India at press conference in Mumbai.

McDonald's introduced another mouth watering phenomenon to the McDonald's India family, the Chicken McNuggets, as part of its on going menu innovation programme. Television funny man Cyrus Broacha engaged Mr. Amit Jatia, MD McDonald's India in an interesting and humorous chat on the growth of the brand in India while also tracing the expansion of the menu. Adding to the excitement at the launch was a parade of human-sized floats depicting the hot favourites from the McDonald's menu including – McChicken, French Fries and Filet –o Fish. The new entrants to the McDonald's India family – the Chicken McNuggets made a grand entrance.

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, it will be available in all 160 restaurants across India with price range from Rs 69 for a six piece box.



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Date:	May 27 th , 2009	Page:	11

RETAIL

McDonald's India to add 150 restaurants

Mumbai: McDonald's India plans to add at least 150 restaurants over the next five years with an investment of at least Rs500 crore, said Amit Jatia, managing director McDonald's India (west and south) at a press conference in Mumbai on Tuesday.

McDonald's India, a wholly owned subsidiary of McDonald's International, has two joint ventures, one with Hardcastle Restaurants Pvt. Ltd and the other with Vikram Bakshi's Connaught Plaza Restaurants Pvt. Ltd for north and east India. Jatia is also the managing director of Hardcastle Restaurants.

"The funding will be done internally," said Jatia, but added that the joint venture would also consider debt.

McDonald's, which started operations in India in 1996, currently has 157 restaurants across the country. **JHARNA**

MAZUMDAR



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Publication:	Business Standard	Edition:	All Editions
Date:	May 27 th , 2009	Page:	4



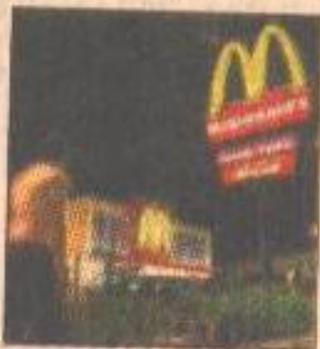


TORQUE COMMUNICATIONS PVT. LTD.

◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Daily News and Analysis -Money	Edition:	Ahmedabad
Date:	May 28 th , 2009	Page:	21

MCDONALD'S 190 OUTLETS PLAN



Fast-food chain McDonald's India plans to open 180-190 company-owned restaurants by 2015, with an estimated investment of up to Rs 570 crore. "We have 157 restaurants now and we

plan to open 180-190 company-owned restaurants by 2015, including between 30 and 40 this year," McDonald's India managing director Amit Jatia said. He said it generally takes around Rs 3-crore investment to open a restaurant. Existing restaurants are also owned by the US-headquartered company.



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◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Daily News and Analysis -Money	Edition:	Mumbai
Date:	May 27 th , 2009	Page:	21

MCDONALD'S 190 OUTLETS PLAN

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Date:	May 27 th , 2009	Page:	7



Amit Jatia
*Managing Director
McDonald's India*

We have 157
restaurants now and we
plan to open 180-190
company-owned
restaurants by 2015, including between 30 to 40
this year. It generally takes around Rs 3 crore
investment to open a restaurant. The company
expects sales to grow by 35 per cent this year. It
had recorded same level of growth in 2008.

McDonald's to open 190 outlets

PRESS TRUST OF INDIA
Mumbai

FAST-FOOD chain McDonald's India on Tuesday said it plans to open 180-190 company-owned restaurants by 2015 with an estimated investment of up to Rs 570 crore.

"We have 157 restaurants now and we plan to open 180-190 company-owned restaurants by 2015, including between 30 to 40 this year," McDonald's India managing director Amit Jatia said.

Jatia said it generally takes around Rs 3 crore investment to open a restaurant. Existing restaurants are also owned by the US-headquartered company.

McDonald's India has presence in 30 cities, he said, adding all the proposed restaurants would come up in the cities where the company already has outlets.

The company would fund the proposed investment through a mix of internal accruals and debts. However, the ratio would be decided later on, he said.

Jatia said the company expects sales to grow by 35 per cent this year. It had recorded around the same level of growth in 2008, as well.

McDonald's India, he said, employs over 5,000 people now and as the proposed new restaurants are opened up, the total headcount should go past the 12,000-mark.



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◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Hindustan Times	Edition:	Mumbai
Date:	May 29 th , 2009	Page:	15

McDonald's to invest Rs 400 crore over 5 years

Saurabh Turakhia
Mumbai, May 28

MORE YELLOW arches across India. The McDonald's chain of fast-food restaurants is planning to penetrate further into the country, where it already has 160 outlets, with the business divided zonally between two units of the burger chain.

"We will invest Rs 400 to Rs 500 crore over the next five years to open 150 to 170 more restaurants in India," said Amit Jatia, managing director, McDonald's India (West and South).

The company spends around Rs. 3 crore on each outlet.

In 2009, the company will



open 40 more restaurants, and add 200 people to its staff. The company follows the strategy of expanding in cities where it is present first, before moving to new areas.

The company, which became popular in India by coming up

with a vegetarian burger and products suited to local tastes like the McAloo Tikki burger, has announced the introduction of 'Chicken McNuggets' to its menu for the Indian market.

Despite its popularity, McDonald's has been hit by the economic slowdown, with its growth rate slumping to 35- to 40 per cent from 45-50 per cent. "We are still growing in double digits as far as same store sales growth is concerned", said Jatia.

McDonald's, which entered India 13 years ago, is present in 30 cities in India and serves 3 to 4 lakh people everyday.

saurabh.turakhia@hindustantimes.com



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Date:	June 06 th , 2009	Page:	25



The impact of the downturn on us is low because of the value we offer, and that's why we can continually grow," says **Amit Jatia**, JV partner, **McDonald's**, and MD, **Hardcastle Restaurants Pvt Ltd** (west and south region). "We grow 35-40 per cent annually in India and it was 30-35 per cent in 2007-08. This year, we plan to add 40 new restaurants and 150-170 over the next five years." (The company spends Rs30-35 crore only on TV advertising.) McDonald's, a \$40 billion company worldwide, today has a network of 160 restaurants in India. Since 1996, when the first restaurant opened in Mumbai, the company has invested around Rs1,200 crore and has only two franchises. "We just want to get it right; we don't take short cuts. We've set up several backward links, working with farmers in the local region for potatoes and lettuce, because of which, they are now paying advance tax in crores," he adds.



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◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Free Press Bhopal	Edition:	Mumbai
Date:	June 03 rd , 2009	Page:	7

McDonald's's Chicken McNuggets now in India

McDonald's introduced another mouth watering phenomenon to the McDonald's India family, the Chicken McNuggets, as part of its on going menu innovation programme. 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 audiences 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.



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Publication:	Business Standard	Edition:	All Editions
Date:	June 08th , 2009	Page:	14

Q & A

ARVIND SINGHAL, Director - Marketing (West and South), McDonald's India

'McNugget has run out of stock within a week'

With annual sales of 4.8 million packs in over 100 countries, McDonald's Chicken McNugget is a billion dollar brand. Arvind Singhal, director - marketing (West and South), McDonald's India, spoke to Sapna Agarwal on the product's India launch just a fortnight ago. The company introduced the product only after the Indian Premier League (IPL) was over, as the strategy was to create the maximum buzz and use the not-so-expensive air time on general entertainment channels, and below-the-line advertising. Edited excerpts of an interview:

Was the launch of the television commercials on Chicken McNugget in India after IPL a conscious decision?

(Laughs): Post the IPL, we needed something to create a new buzz and we thought this could be done only by Chicken McNugget! Commercial airtime during a cricketing event like IPL is much more expensive. We are also not advertising

during the ICC T20 championship. We feel we can maximise our budget spends by looking at other general entertainment channels to air our promotions and also take up below-the-line advertising - on ground activations and internet promotions - for better mileage.

Your last big core product launch was Wraps and Curries four to five years ago. How has the response been to the Chicken McNuggets launch in India?

While Wraps is growing at 10 per cent per annum, we have discontinued Curries. Chicken McNugget is a core brand and a global success. We had test marketed the product here and were confident that it would be a success here as well. The response has been far higher than what we had anticipated. We have run out of a month's stock - 4000 cartons, with each carton serving 1000 pieces of nuggets - within one week of the launch of the



television commercial on May 25. Also, for that one week, our average bill per table was higher by 5 per cent.

What is the new production plan and how much do you expect the brand to contribute to your overall revenues?

It is too early to comment as we are still working on these estimates. Globally, Chicken McNugget contributes to 6-7 per cent of the overall revenues of the company.

When can we expect the product back in the stores? Now that McNugget is out of stock, do you plan to change your communication and advertising strategy in the short term at least?

It will be another week to 10 days before we can resume supply of McNugget. We have put up signages in our stores informing customers that we are out of stock. The TVC though continues to be on air. However, we have postponed the launch of our online campaign by two weeks by which time we hope to resume supplies.

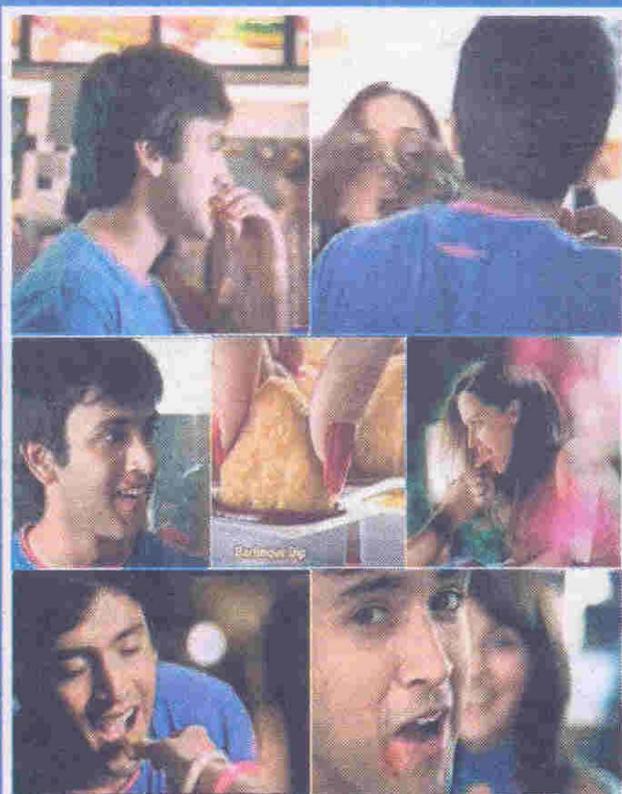


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◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Mid-day	Edition:	Mumbai
Date:	June 19th , 2009	Page:	22

Eat in style-um



“We wanted to introduce viewers to the new style of eating chicken”

SHEENA THOMAS

MCDONALD'S has devised a new style of eating chicken and this naya style-um really seems to be picking up in India. McNuggets new TVC certainly has us salivating.

The ad that has been conceptualised by Leo Burnett shows a boy bumping into a pretty girl and then slipping into a dream where he's imagining sharing a packet of McNuggets with her doing the duet-um. When he bounces back to reality, he realises that the girl is gone and he is left enjoying the packet alone — pyar na ho toh eat alone-um. The catchy jingle really gets you (h)umming along.

Says Arvind Singhal, director, marketing, McDonald's India, "The key message that we wanted to communicate through this TVC is that there is a new style of eating chicken and to encourage viewers to try it."

And considering that McDonald's has always released family oriented ads, this new TVC is a pleasant break. Says Singhal, "Even though we continue to be a family chain, this was a different product proposition that required a different treatment."

Well the commercial certainly

seems to have clicked with McDonald's fans who've been raving and ranting about it in their blogs. Says Singhal, "The response that we've received so far has been fabulous. In fact, we've been running out of stock at our outlets."

Though the arrival of this product in India has been rather delayed (considering that it is already available in 100 countries), McDonald's has tried every trick in the book to garner eyeballs and footfalls.

For the first time in India, it undertook on-ground activation wherein men in McNugget suits interacted with audiences across over 100 locations in Mumbai, Pune, Bangalore and Hyderabad. McDonald's also innovatively promoted McNuggets at the Mumbai, Hyderabad and Bangalore airports where promoters carried placards saying 'Awaiting McNuggets' before the launch and 'Welcoming McNuggets' on the day of the launch.

Well, McNuggets seem to be having a fan following already with their dills going ummmm...

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Regional Publications

TORQUE COMMUNICATIONS PVT. LTD.

◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Navbharat Times	Edition:	Mumbai
Date:	May 27 th , 2009	Page:	10

Headline: McDonald's to invest Rs 570 crore by 2015

मैकडोनाल्ड्स इंडिया वर्ष 2015 तक 570 करोड़ रु निवेश करेगी

मुम्बई (वाप्र)। फास्ट-फूड चेन मैकडोनाल्ड्स इंडिया ने मंगलवार को कहा कि उसने वर्ष 2015 तक अपने स्वामित्व में 180-190 रेस्तरां खोलने की योजना बनाई है जिन पर 570 करोड़ रु का निवेश किए जाने

योजना वर्ष 2015 तक और 180-190 रेस्तरां खोलने की है। इनमें से 30-40 रेस्तरां इसी साल खोले जाएंगे। जटिया ने कहा कि एक रेस्तरां खोलने पर आमतौर पर करीब तीन करोड़ रुपये का लागत आती है।

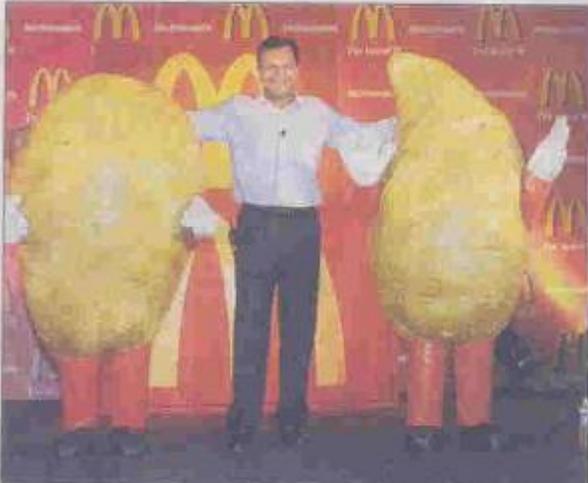
मैकडोनाल्ड्स इंडिया की उपस्थिति इस समय 30 शहरों में है और प्रस्तावित नए रेस्तरां उन शहरों में खोले जाएंगे जहां कम्पनी के आउटलेट्स पहले से मौजूद हैं।

उन्होंने बताया कि कम्पनी यह निवेश आंतरिक संसाधनों और ऋण लेकर करेगी। उन्होंने यह भी बताया कि पिछले दो सालों से मंदी का असर उनके कारोबार पर भी पड़ा है लेकिन वह बहुत ज्यादा नहीं है। कम्पनी को इस साल 35 प्रश कारोबार बढ़ने की उम्मीद है। पिछले साल भी इतना ही कारोबार हुआ था।

लांच किए चिकन मैकनगेट्स रेस्तरां में 6 और 9 पीसों क्रमशः 69रु और 99रु में मिलेगा। मैकडोनाल्ड्स अमेरिका स्थित मुख्यालय की फूड चेन है जो 120 देशों में अपने फास्ट फूड बना और बेच रही है।

का अनुमान है।

मैकडोनाल्ड्स इंडिया के एमडी अमित जटिया ने यहां चिकिन मैकनगेट्स लांच करते हुए पत्रकारों को बताया कि 'अभी हमारे 157 रेस्तरां हैं और हमारी





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Headline: McDonald's presents Chicken McNuggets

**मॅकडोनाल्डने आणला
चिकन मॅकनगेट्स**

अबालवृद्धामध्ये
मॅकडोनाल्डचं फास्टफूड
अत्यंत प्रिय आहे. वीस
रुपयांपासून पुढे मिळणारे
हे पदार्थ लोकांची
भूकही भागवतात. आया
मॅकडोनाल्डने त्यांच्या
यादीत चिकन मॅकनगेट्स
या नव्या पदार्थाचा समावेश केला आहे. ब्रेडेट बोनलेस
चिकनपासून बनविलेले बॉल, बूट, बेल आकारातील हे
तळलेले चिकन मॅकनगेट्स स्मोक-फ्लेवर्ड
बाबेकू सॉस किंवा मस्टर्ड सॉसबरोबर खाल्ले जातात.
कुरकुरीत आणि सोनेरी टेम्प्युराच्या आवरणामुळे आतून
मऊ आणि रसदार लागतात. भारतातील
मॅकडोनाल्ड्सचा १६० रेस्तरांमध्ये ६ चिकन मॅकनगेट्सचा
६९ रुपयांना मिळतात.
१९८३ मध्ये मॅकडोनाल्डने चिकन
मॅकनगेट्स हा पदार्थ प्रथम आणला.
१०० पेक्षा जास्त देशांमध्ये वर्षभरात
४.८ दशलक्षापेक्षा अधिक चिकन
मॅकनगेट्सची विक्री होत आहे. पांढरा चिकनपासून
बनविलेल्या चिकन मॅकनगेट्समध्ये ट्रान्स फॅटचे
प्रमाणही शून्य आहे असा दावा मॅकडोनाल्डने केला
आहे.



**न्यू
प्रोडक्ट्स**



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Headline: McDonald's presents Chicken McNuggets



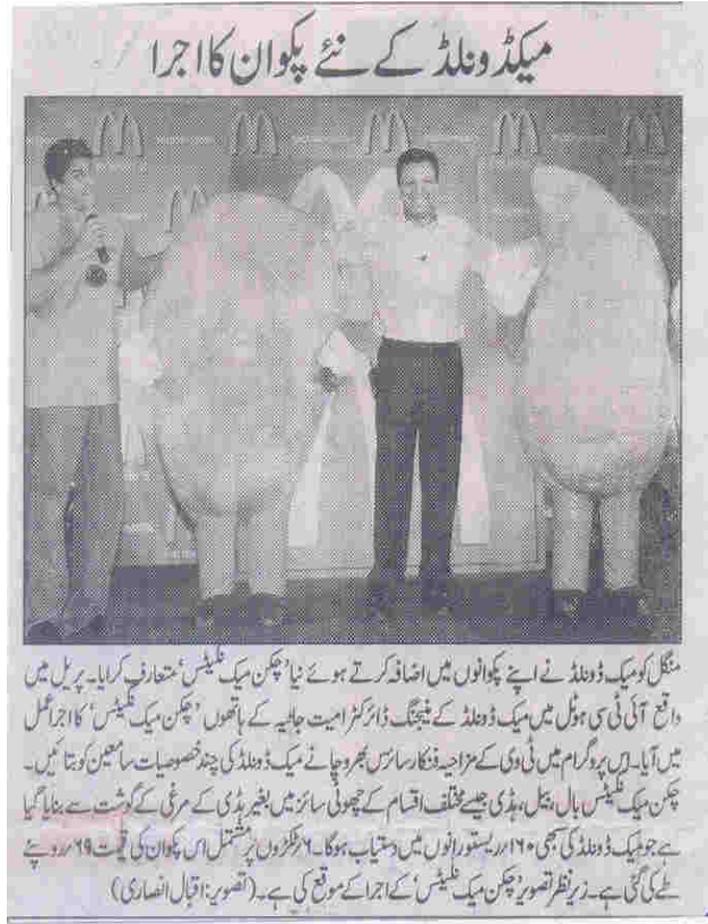


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Headline: McDonald's McNuggets launch





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Headline: McDonald's presents Chicken McNuggets in India

मॅकडोनाल्ड्सचे 'चिकन मॅक नगेट्स' आता भारतात



व्यापार प्रतिनिधी: मॅकडोनाल्ड्स इंडियाने चिकन मॅक नगेट्स बाजारात प्रस्तुत केले आहेत. ब्रेडेड बोनलेस चिकनपासून बनविलेले बॉल, बूट, बेल आणि बोन या आकारातील ते तळलेले चिकन मॅकनगेट्स स्मोक फ्लेव्हर्ड बार्बेक्यू सॉस किंवा मस्टर्ड सॉसबरोबर दिले जातात.

मुंबईत आयोजित पत्रकार परिषदेत अतिशय रंगतदार पद्धतीने सुप्रसिद्ध व्हीजे सायरस ब्रोचा यांनी मॅकडोनाल्ड्स इंडियाचे व्यवस्थापकीय संचालक अमित जतिया यांच्या उपस्थितीत चिकन मॅकनगेट्स सादर केले. भारतातील मॅकडोनाल्ड्सच्या १६० रेस्तरांमध्ये सहा चिकन मॅकनगेट्सचा संच रु. ६९ या किमतीत विक्रीसाठी उपलब्ध करून देण्यात येणार आहे.



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अमित जातिया महानिदेशक एम.सी. डोनाल्ड साथ एम.सी. बिकेन नुगेट द्वारा साइस लाविंग के अवसर पर।



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Headline: McDonald's presents Chicken McNuggets now in India

मैकडोनाल्ड्स का मशहूर चिकन अब भारत में

मैकडोनाल्ड्स में मिलेगी अब एक नई चटपटी दावत

जागरूक टाइम्स संवाददाता
मुंबई, 28 मई। खाने के शौकिन सभी लोगों के लिए पेश है एक खुपखबर... मैकडोनाल्ड्स का एक विशेष उत्पादन चिकन मैकनगट्स जिसे पूरी दुनिया में कफ़ी सरहना मिली। अब भारत में भी उपलब्ध होने जा रहा है। एक विशेष समारोह में छोटे परदे के हास्य कलाकार सायरस ब्रोचा ने बहुत ही अनोखे तरीके से चिकन मैकनगट्स प्रस्तुत किए।

मैकडोनाल्ड की भारत में संवृद्धि और मैकडोनाल्ड के विविध उत्पादनों के विषय में सायरस मैकडोनाल्ड्स इंडिया के प्रबंधन निर्देशक अमित जतिया से बातचीत कर रहे थे। उसी समय वहां एक अनोखी परंड शुरू हो गई, जिसमें मैकडोनाल्ड

इंडिया के प्रबंधन के अनेके लोकप्रिय उत्पादनों का प्रतिरूप लिए कुछ मानवीय आकार शामिल थे। इनमें मैकचिकन, फ्रेंच और फिलेटों फिश देखे गए और सबके बाद अंत में एक बक्से से बाहर आए चिकन मैकनगट्स

चिकन मैकनगट्स ब्रेडेडे बोनलस चिकन से बनाए जाते हैं। बॉल, बूट, बेल और बोन आकार में तलकर बनाए गए इन मैकनगट्स को स्मॉक फ्लेवर्ड बाबैक्यू या मस्टर्ड के सॉस के साथ परोसा जाता है। मैकनगट्सपर लगे कुरकुरे, मुनहरे टेंप्युरा आवरण की वजह से ये अंदर से मुलायम और बाहर से कुरकुरे बनते हैं और इनका स्वाद और भी बढ़ता है। भारत के सभी 160 मैकडोनाल्ड्स रेस्तरां में चिकन

मैकनगट्स उपलब्ध कराए जाएंगे और 6 चिकन मैकनगट्स का मूल्य रु. 69 होगा।

1983 में मैकडोनाल्ड्स द्वारा पहली बार चिकन मैकनगट्स प्रस्तुत किए गए थे। आज 100 से अधिक देशों में मैकनगट्स की वार्षिक बिक्री संख्या 4.8 मिलीयन हो गई है और इस ब्रेड का मूल्य अब करोड़ों डॉलर बन गया है। उत्कृष्ट गुणवत्ताप्राप्त सफेद चिकन से बनाए हुए इन मैकनगट्स में ट्रान्स फैट का प्रमाण शून्य है।

भारतीय ग्राहकों के लिए प्रस्तुत किए गए इस नये उत्पादन की जानकारी देते हुए मैकडोनाल्ड्स इंडिया के प्रबंधन निर्देशक अमित जतिया ने कहा कु पूरी दुनिया में 25 वर्षों से मशहूर चिकन

मैकनगट्स का आनंद अब भारतीय ग्राहक भी ले पाएंगे। हम नियमित रूप से भारतीय ग्राहकों के लिए कुछ ना कुछ नया और स्वादिष्ट उत्पादन प्रस्तुत करना चाहते हैं और इसी नीति के अनुसार मैकडोनाल्ड्स इंडिया के मैकनगट्स की दावत पेश की गई है। हमें विश्वास है कि बाकी दुनिया की तरह भारत में भी इस उत्पादने को अच्छी सराहना मिलेगी।

पिछले वर्ष मैकडोनाल्ड्स इंडिया के व्यवसाय में 30 प्रतिशत की वृद्धि का प्रमाण इससे भी अधिक है। 2009 में मैकडोनाल्ड्स इंडिया 40 नए रेस्तरां हैं और 2000 नए कर्मचारी मैकडोनाल्ड्स परिवार में शामिल किए जाएंगे।

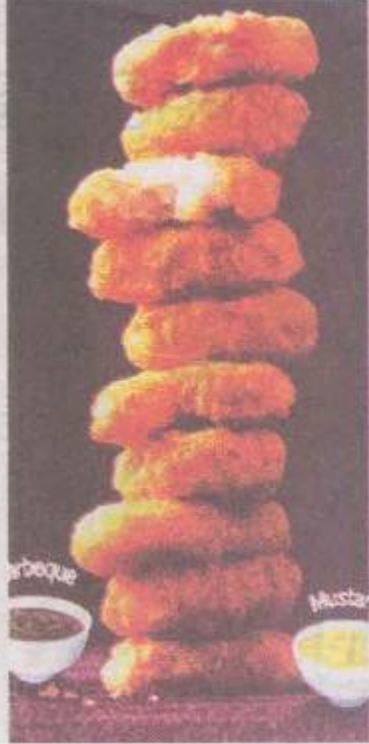


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Headline: Chicken McNuggets from McDonald's



చికెన్ మెక్ నగ్గెట్స్ ను పరిచయం చేస్తున్న మెక్ డోనాల్డ్స్

ప్రజాశక్తి-చార్లినార్

అంతర్జాతీయ రుచులను ఆందించడంలో ప్రముఖ సంస్థగా గుర్తింపు పొందిన మెక్ డోనాల్డ్స్ రెస్టారెంట్ సరికొత్త స్నాక్స్ ను పరిచయం చేస్తోంది. చికెన్ మెక్ నగ్గెట్స్ పేరిట అందిస్తోన్న ఈ స్నాక్స్ ను బోస్ లెస్ చికెన్ లో అందస్తున్నారు. వీటిని రకరకాల రూపాల్లో పరిచయం చేస్తుండగా ఇందులో బాల్, బూట్, బెల్, బోస్ సైజులున్నాయి. బార్బెక్యూస్ పద్ధతిలో ప్రైవేసీ రుచికరంగా ఉండేలా అదనంగా మసాలాను జోడిస్తున్నారు. క్రీమ్ గోల్డెన్ టెంపురాపుడ్ కోటింగ్ తో లభించే మెక్ నగ్గెట్స్ మృదువుగా, జ్యూసీగా వడ్డిస్తున్నారు. చికెన్ మెక్ నగ్గెట్స్ ను ఆహారప్రియులకు అందించేందుకు నాణ్యతగల రాజా చికెన్ ను ఉపయోగిస్తున్నారు. ఈ చికెన్ లో జీరో శాతం కొవ్వు పదార్థాలుంటాయి. రుచికరంగా ఉండే ఈ చికెన్ మెక్ నగ్గెట్స్ ను నేడు మెక్ రెస్టారెంట్లలో విడుదల చేశారు. ఈ సందర్భంగా మెక్ డోనాల్డ్స్ ఇండియా (వెస్ట్ ఆండ్ సౌత్) ఎండి ఆమెల్ జతయో మాట్లాడుతూ అంతర్జాతీయ స్థాయిలో తమ సంస్థ 25 ఏళ్లు పూర్తి చేసుకుందని, భారతదేశంలోని తమ రెస్టారెంట్లలో ఆహారప్రియులకు చికెన్ మెక్ నగ్గెట్స్ ను పరిచయం చేస్తున్నామని అన్నారు. ఇక్కడి ఆహారప్రియులు రుచికరమైన స్నాక్స్ ను ఆదరిస్తారని వారి ఆభీరుచులను దృష్టిలో ఉంచుకొని వీటిని అందిస్తున్నామని తెలిపారు.



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Headline: Chicken McNuggets from McDonald's

చికెన్ మెక్ నగ్గెట్స్ను పీరిచయం చేస్తున్న మెక్ డానాల్డ్స్

హైదరాబాద్, (వి.వి) : అంతర్జాతీయ రుచులను అందించడంలో ప్రముఖ సంస్థగా గుర్తింపు పొందిన మెక్ డానాల్డ్స్ రెస్టారెంట్ సరికొత్త స్టాక్స్ను పరిచయం చేస్తోంది. చికెన్ నగ్గెట్స్ పీరిచ అందిస్తోన్న ఈ స్టాక్స్ను టోనోలెస్ చికెన్తో అందిస్తున్నారు. వీటిని రకరకా ల రూపాలలో పరిచయం చేస్తుండగా ఇందు లో టాల్, మూట్, టెల్, టోన్ నైట్లు ఉ న్నాయి. బార్బెక్ సాస్ పద్ధతిలో ట్రై చేసి రుచికరంగా ఉండేందుకు ఆదనంగా మసాలా తో దీస్తున్నారు. క్రీన్ గోల్డెన్ టెంపురాఫుద్ కోడింగ్తో అభించే మెక్ నగ్గెట్స్ వృద్ధులుగా, జ్యూనీగా వడ్డీస్తు న్నారు. చికెన్ నగ్గెట్స్లో ఇంతవరకూ అంతర్జాతీయ స్థాయిలో అభించే స్టాక్స్ కంటే మెరుగ్గా చికెన్ మెక్ నగ్గెట్స్ను ఆహార ప్రేయులకు అందించేందుకు నాణ్యతగల కాజా చికెన్ను ఉపయోగిస్తు న్నారు. ఈ చికెన్లో జీరో లాతం కొవ్వు పదార్థాలుంటాయి. రుచికరంగా ఉండే చికెన్ మెక్ నగ్గెట్స్ను నేడు మెక్ రెస్టారెంట్లలో విడుదల చేశారు. ఈ సందర్భం గా మెక్ డానాల్డ్స్ ఇండియా (వెస్ట్ అండ్ సోత్) ఎంపీ అమిత్ జతీయా మాట్లాడు క్కూ అంతర్జాతీయ స్థాయిలో కమ సంస్థ 25 ఏళ్ళ వూర్తి చేసుకుంది. భారతదేశం లోని తమ రెస్టారెంట్లలో ఆహార ప్రేయు

లకు చికెన్ మెక్ నగ్గెట్స్ను పరిచయం చేస్తున్నామని అన్నారు. ఇక్కడి ఆహారప్రి యులకు చికెన్ మెక్ నగ్గెట్స్ను పరి చయం చేస్తున్నామని అన్నారు. ఇక్కడి ఆహార ప్రేయులు రుచికరమైన స్టాక్స్ను ఆదరి సారని వారి అభిరుచులను దృష్టిలో ఉంచుకుని వీటిని అందిస్తున్నామని తెలిపారు.

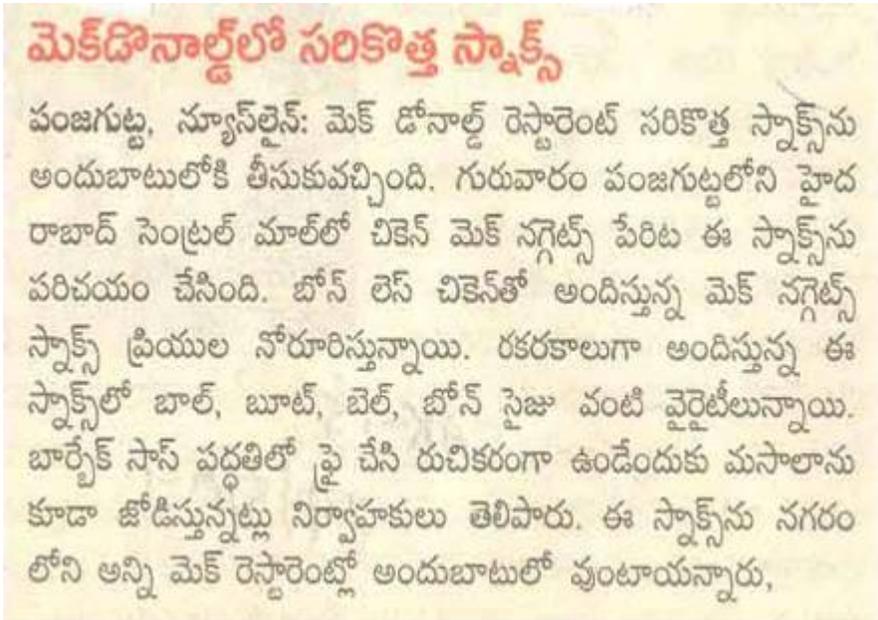


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Headline: New snacks in McDonald's



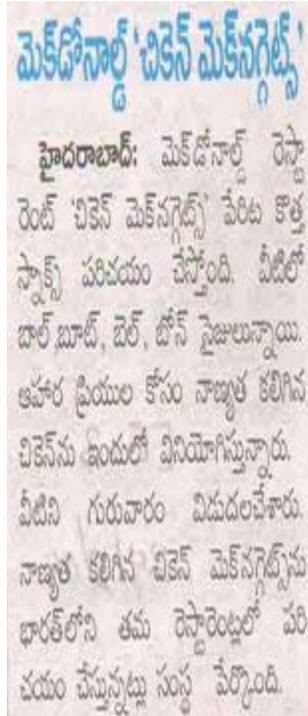


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Headline: McDonald's Chicken McNuggets





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Headline: McDonald's presents Chicken McNuggets





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Headline: McDonald's Chicken McNuggets now in India





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Headline: McDonald's Chicken McNuggets

मॅकडोनाल्डचे चिकन मॅकनगट्स
मुंबई - मॅकडोनाल्ड इंडियाने आज एका विशेष कार्यक्रमात सायरस ब्रोचा यांच्या हस्ते चिकन मॅकनगट्स बाजारात आणले. ब्रेडेड ब्रोनलेस चिकनपासून बनविलेले बॉल, बूट, बेल आणि बोन आकारातील हे तळलेले चिकन मॅकनगट्स स्मोक-फ्लेवर्ड बार्बेक्यू सॉस किंवा मस्टर्ड सॉसबरोबर दिले जाते. भारतातील १६० रेस्टॉरंटमध्ये ६ चिकन मॅकनगट्सचा संच ६९ रुपये किमतीला विक्रीसाठी उपलब्ध आहे.



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Headline : McDonald's presents Chicken McNuggets in India

'चिकन मॅक नगोट्स'
हिंदुस्थानात
मॅकडोनाल्ड्स इंडियाने चिकन
मॅक नगोट्स बाजारात प्रस्तुत केले
आहेत. ब्रेडेड बोनलेस चिकनपासून
बनविलेले बॉल, वूट, बेल आणि
बोन या आकारातील ते तळलेले
चिकन मॅकनगोट्स स्मोक फ्लेव्हर्ड
बार्बेक्यू सॉस किंवा मस्टर्ड
सॉसबरोबर दिले जातात.
हिंदुस्थानातील मॅकडोनाल्ड्सच्या
१६० रेस्तराँमध्ये सहा चिकन
मॅकनगोट्सचा संच रु. ६९ या
किमतीत विप्रीसाठी उपलब्ध करून
देण्यात येणार आहे.



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Headline: McDonald's presents Chicken McNuggets

मैकडोनाल्ड्स प्रस्तुत कर रहे हैं चिकन मैकनगेट्स
मुंबई : खाने के शौकिन सभी लोगों के लिए एक खुशखबर है...
मैकडोनाल्ड्स का एक विशेष उत्पादन-चिकन मैकनगेट्स - जिसे पूरी दुनिया में काफी सराहना मिली - अब भारत में भी उपलब्ध होने जा रहा है। चिकन मैकनगेट्स ब्रेडेड बोनलेस चिकन से बनाये जाते हैं। बॉल, बूट, बेल और बोन आकार में तलकर बनाये गये इन मैकनगेट्स को स्मोक फ्लेवर्ड बार्बेक्यू सॉस या मस्टर्ड सॉस के साथ परोसा जाता है। मैकनगेट्स पर लगे कुरकुरे, सुनहरे टेप्युरा आवरण की वजह से ये अंदरसे मुलायम और बाहर से कुरकुरे बनते हैं और इनका स्वाद और भी बढ़ता है। 1983 में मैकडोनाल्ड्स द्वारा पहली बार चिकन मैकनगेट्स प्रस्तुत किये गये थे। आज 100 से अधिक देशों में मैकनगेट्स की वार्षिक बिक्री संख्या 4.8 मिलीयन हो गयी है और इस ब्रैंड का मूल्य अब करोड़ों डॉलर बन गया है। भारतीय ग्राहकों के लिए प्रस्तुत किये गये इस नये उत्पादन की जानकारी देते हुए मैकडोनाल्ड्स इंडिया के (पश्चिम और दक्षिण) प्रबंधन निर्देशक अमित जतिया ने कहा, पूरी दुनिया में 25 वर्षों से मशहूर चिकन मैकनगेट्स का आनंद अब भारतीय ग्राहक भी ले पाएंगे। हम नियमित रूप से भारतीय ग्राहकों के लिए कुछ नया और स्वादिष्ट उत्पादन प्रस्तुत करना चाहते हैं और इसी नीति के अनुसार मैकडोनाल्ड्स द्वारा चिकन मैकनगेट्स की दावत पेश की गयी है। हमें विश्वास है कि बाकी दुनिया की तरह भारत में भी इस उत्पादने को अच्छी सराहना मिलेगी।



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Headline: McDonald's India will expand

मैकडोनाल्ड इंडिया करेगी विस्तार

मुंबई। फास्ट-फूड चेन मैकडॉनल्ड इंडिया वर्ष 2015 तक देशभर में 180-190 रेस्तरां खोलने की योजना बना रही है। कंपनी इस योजना पर 570 करोड़ रुपये तक का निवेश करेगी। कंपनी के मैनेजिंग डायरेक्टर अमित जटिया ने बताया कि इस समय हमारे 157 रेस्तरां देशभर में हैं। इस वर्ष हम 30-40 नए रेस्तरां शुरू करेंगे। जटिया ने बताया कि एक रेस्तरां खोलने में करीब 3 करोड़ रुपये का निवेश किया जाता है। कंपनी निवेश की राशि आंतरिक स्रोतों और ऋण के जरिए जुटाएगी। कंपनी के देशभर में इस समय 5,000 कर्मचारी कार्यरत हैं। जब नए रेस्तरां शुरू हो जाएंगे तो कर्मचारियों की संख्या 12,000 तक पहुंच जाएगी। जटिया ने यह भी बताया कि इस साल बेंगलुरु में सात नए रेस्तरां खोलने की योजना है।





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Headline: McDonald's increased its marketing budget by 17%

मैकडोनाल्ड्स ने प्रमोशन खर्च 17 फीसदी बढ़ाया

विजयेश भास्कर मुंबई

मैकडोनाल्ड्स चालू वित्त वर्ष में अपने उत्पादों के प्रमोशन और विज्ञापन पर 17 फीसदी अधिक खर्च करेगी। वह प्रमोशन अभियान पूरे देश में चलाएगा। साथ ही कंपनी अगले पांच सालों में भारत में करीब 600 करोड़ रुपये निवेश करेगी।

मैकडोनाल्ड्स इंडिया के प्रबंध निदेशक अमित जातिया ने बताया कि प्रमोशन व विज्ञापन के लिए 17 फीसदी का खर्च बढ़ा दिया गया है। कूपन, हैपी प्राइस मैनु और छोटी खुशी जैसे विज्ञापनों से ग्राहकों की संख्या में इजाफा हुआ है। बेंगलुरु, मुंबई, पुणे जैसे शहरों में एक ही स्टोर की बिक्री दहाई अंकों में बढ़ी है। उन्होंने ने बताया कि पिछले वित्त वर्ष में मैकडोनाल्ड्स इंडिया के कारोबार में 30 फीसदी वृद्धि हुई और चालू वित्त वर्ष में कंपनी को 35 से 40 फीसदी वृद्धि का अनुमान है।

कंपनी आने वाले पांच सालों में 160 नए स्टोर खोलेगी। इसके लिए उसने कुल 600 करोड़ रुपये का निवेश निर्धारित किया है। इसमें से इस साल 40 स्टोर खोले जाएंगे। यह स्टोर बेंगलुरु, चेन्नई, मुंबई, पुणे जैसे शहरों में होंगे। साथ ही वह अपने मैन्यू में कई नए उत्पादों को शामिल करेगी।

कंपनी के मार्केटिंग हेड अरविंद सिंघल का कहना है कि इनहाउस प्रमोशन कंपनी खुद करेगी। नए विज्ञापनों में से 50 फीसदी इनहाउस और 50 फीसदी कॉमर्शियल प्रमोशन के लिए होंगे। इसके अलावा बर्खास्त और पेट्रोल पंप से होम डिलीवरी, ड्राइव-थ्रू और स्टोर में 4 से 5 मिनट का प्ले जैसे माध्यमों की मदद से अधिकतम उभोक्ताओं से संपर्क बनाने का प्रयास किया जाएगा। भारत में अमेरिकी फूड चेन केएफसी रेस्टोरेंट के विस्तार और उसके उत्पाद चिकन क्रिस्पी से मैकडोनाल्ड्स को काफी प्रतिस्पर्धा करनी पड़ रही है।



600 करोड़ रुपये का निवेश करेगी कंपनी

160 नए स्टोर शुरू करेगी अगले पांच सालों में

40 स्टोर इसी वर्ष खोले जाएंगे



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Headline : McDonald's presents Chicken McNuggets



ફાન્સમાં સાયરસે માગી મેક આલુ ટિક્કી

એમટીવીનો વીજે સાયરસ ભરૂચા માત્ર પરદા પર જ નહીં રિયલ લાઈફમાં પણ ઓન ધ સ્પોટ એવી રમૂજ કરી શકે છે જે કોઈ વિચારી પણ ન શકે. હાલમાં જ આંતરરાષ્ટ્રીય ફૂડ બ્રાન્ડ મેકડોનાલ્ડસે ચિકન મેકનગેટ્સના લોન્ચ પ્રસંગે એક ચેટ શો રાખેલો. સપરિવાર આવેલો સાયરસ સ્ટેજ પર હતો અને એની પત્ની તથા દીકરો, દીકરી ઓડિયન્સમાં હતા. સાયરસ મેકડોનાલ્ડસને લગતા પ્રશ્ન પત્રકારોને પૂછતો અને જવાબ માટે સૌથી પહેલા એનો ચાર-પાંચ વર્ષનો દીકરો મિખાઈલ હાથ ઊંચો કરતો. એકાદ વાર તો એણે હાથ ઊંચો કર્યા વિના જ જોરથી સવાલનો જવાબ આપી દીધો. પણ બાજી સંભાળી લેતાં સાયરસ બોલ્યો, ઓડિયન્સમાં આ એક માત્ર ટેલિયો સ્માર્ટ છે અને યોગાનુયોગ જુઓ, એ મારી પત્નીનો દીકરો છે.” મેકડોનાલ્ડસની વેજ વરાયટી મેક આલુ ટિક્કીના દીવાના સાયરસે ફાન્સમાં આ વાનગી માગી પણ એને ન મળી, એવું કેમ? આ પ્રશ્ન એણે સીધો જ મેકડોનાલ્ડસના અમિત જટિયાને પૂછી લીધો. જવાબમાં અમિતે કહ્યું, “એ વાનગી ભારતીય બજાર માટે વિકસાવાઈ છે એટલે એ ફાન્સમાં ન મળે એવું બંને. પણ હવે મેક આલુ ટિક્કી અને પિઝા મેક પફ જેવી વાનગીઓ ઘણા દેશમાં મળે છે.” આખા કાર્યક્રમમાં સાયરસની જેમ એનો દીકરો પણ છવાઈ ગયેલો.



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TORQUE COMMUNICATIONS PVT. LTD.

◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Prahar	Edition:	Mumbai
Date:	May 28 th , 2009	Page:	10

Headline: Chicken McNuggets now in India





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◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	HindMata	Edition:	Mumbai
Date:	May 28 th , 2009	Page:	15

Headline: McDonald's to open 40 new outlets by 2010

**मैकडोनाल्ड २०१० तक
४० नए आउटलेट खोलेगी**

मुंबई - फास्ट फूड क्षेत्र की अंतर्राष्ट्रीय कंपनी मैकडोनाल्ड ने वर्ष २०१० तक नए आउटलेट खोलने की योजना बनाई है और इस पर १२० करोड़ रुपये का निवेश किया जाएगा। ये सभी आउटलेट बड़े शहरों में खोले जाएंगे और कंपनी हर आउटलेट पर तीन करोड़ रुपये खर्च करेगी। कंपनी की विस्तार योजनाओं का खुलासा करते हुए मैकडोनाल्ड (इंडिया) के प्रबंध निदेशक अमित जटिया ने आज यहां बताया कि अगले पांच-सात वर्षों में १५० से १७० नए आउटलेट खोले जाएंगे और इन पर ५०० से ७०० करोड़ रुपये का निवेश किया जाएगा। इनके लिए धन की व्यवस्था ऋण, इक्विटी और आंतरिक स्रोतों से की जाएगी।



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◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Aapla Mahanagar	Edition:	Mumbai
Date:	May 29 th , 2009	Page:	8

Headline : McDonald's presents a new taste for its customers





TORQUE COMMUNICATIONS PVT. LTD.

◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Pratyuksh	Edition:	Mumbai
Date:	June 01 st , 2009	Page:	10

Headline: Chicken McNuggets in India

‘चिकन मॅकनूगेटस्’ भारतातही

मुंबई, दि. ३१ (प्रतिनिधी) - जगभरातील खवय्यांच्या जिभेची गरज भागविण्याच्या मॅकडोनाल्डलने आता चिकन ‘चिकन मॅकनूगेटस्’ हा नवीन पदार्थ भारतात आणला आहे. मॅकडोनाल्डस् इंडियाचे व्यवस्थापकीय संचालक अमित जातीया यांनी एका विशेष कार्यक्रमात हा पदार्थ सादर करताना जगभरातील खवय्यांनी पसंत केलेले चिकन मॅकनूगेटस् भारतीयांच्या पसंतीलाही उतरेल असा विश्वास व्यक्त केला.

चिकन मॅकनूगेटस् ब्रेडेड बोनलेस कुरकुरीत पदार्थ आहे. बॉल, बूट, बेल आणि बोन या आकारातील चिकन मॅकनूगेटस् बार्बेक्यु किंवा मस्टर्ड सॉस सोबत दिले जाणार आहेत. सहा चिकन मॅकनूगेटस्ची किंमत ६९ रु. तर नऊ चिकन

मॅकनूगेटस्ची किंमत ९९ रु. आहे. काही निवडक ठिकाणी मॅकडीलिव्हरी सेवेच्या माध्यमातून चिकन मॅकनूगेटस् घरपोच मागवता येतील असे संचालक जातीया यांनी स्पष्ट केले.

१०० पेक्षा जास्त देशांमध्ये वर्षभरामध्ये ४.८ दशलक्षपेक्षा अधिक चिकन मॅकनूगेटस्ची विक्री सध्या होत असून अतिशय लोकप्रिय बनलेल्या या पदार्थामुळे मॅकडोनाल्डस्ला कोट्यावधी डॉलर्सचा फायदा होत आहे. भारतातही मॅकडोनाल्डस्चे पदार्थ नागरिकांच्या पसंतीला उतरत असून वर्षभरामध्ये मॅकडोनाल्ड भारतामध्ये आणखी ४० रेस्टॉरंट उघडणार आहे. या माध्यमातून २००० कर्मचारी नव्याने घेणार असल्याचे अमित जातीया यांनी स्पष्ट केले.

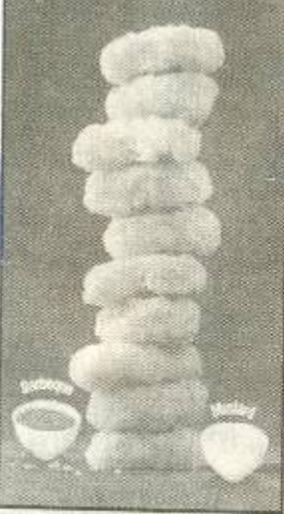


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◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Daily Salar	Edition:	Bangalore
Date:	May 30 th , 2009	Page:	8

Headline: New launch from McDonald's



میک ڈونالڈس کی نئی پیشکش
بنگلور۔ 29 مئی (سالار نیوز سروسز)
امریکن کمپنی میک ڈونالڈس تیزی سے بنگلور
میں اپنے قدم بڑھا رہی ہے اور شہر میں میک
ڈونالڈس کے کئی آؤٹ لیٹس قائم ہو رہے ہیں اور
ہندوستانی عوام کے معیار اور ان کے ذائقہ کے
مطابق میک ڈونالڈس بہترین چکن اور وٹج ڈش مہیا
کر رہا ہے، اس میں ایک اور کا اب اضافہ ہو رہا
ہے، وہ ہے چکن ٹاگٹس (Chicken Mc
Naggets)۔ یہ چکن ڈش بغیر ہڈی والے مرغی
کے گوشت سے تیار ہوتی ہے جو بال بوت اور تیل کی شکل میں اور ہڈیوں کی شکل میں باریک یا
ذرا ساس کے ساتھ فراہم کی جاتی ہے۔ بنگلور میں میک ڈونالڈس کے ریستورانس پر اب یہ چکن
ٹاگٹس خوب پسند کیا جا رہا ہے۔



TORQUE COMMUNICATIONS PVT. LTD.

◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Janpath Samachar	Edition:	Mumbai
Date:	May 27 th , 2009	Page:	9

Headline: McDonald's presents Chicken McNuggets

मैकडोनल्ड्स ने पेश किया चिकन मैकनगेट्स

मुम्बई (संवाददाता)। फास्ट के अंतरराष्ट्रीय ब्रांड मैकडोनल्ड्स ने भारत में अपनी उत्पाद मैनू में विस्तार करते हुए चिकन मैकनगेट्स लांच किया है। मैकडोनल्ड्स इंडिया के प्रबंध निदेशक अमित जतिया ने बताया कि मैकडोनल्ड्स ने इस साल दोहरे अंकों में वृद्धि दर्ज की है और पिछले साल की तुलना में इस स्टोर की बिक्री ३० प्रतिशत बढ़ गयी है।

चालू साल में मैकडोनल्ड्स की योजना पूरे देश भर में ४० नये रेस्टोरेंट्स खोलने की है। इसमें २००० लोगों को नौकरी मिलेगी। इस विस्तार पर कम्पनी १२० करोड़ रुपये खर्च करेगी।



लॉन्चिंग अवसर पर पत्रकारों के साथ बातचीत करते मैकडोनल्ड्स के एमडी अमित जतिया।



TORQUE COMMUNICATIONS PVT. LTD.

◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Navbharat	Edition:	Mumbai
Date:	June 02 nd , 2009	Page:	1

Headline: McDonald's India to open 190 restaurants





TORQUE COMMUNICATIONS PVT. LTD.

◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Prajavani	Edition:	Bangalore
Date:	June 04 th , 2009	Page:	4

Headline: McDonald' Chicken McNuggets

ಮೆಕ್‌ಡೊನಾಲ್ಡ್
ಚಿಕನ್ ಮೆಕ್‌ನಗೆಟ್ಸ್

ಮೆಕ್‌ಡೊನಾಲ್ಡ್‌ನ ಭಾರತೀಯ ಮೆನುಗೆ ಈಗ ಹೊಸ ತಿಸಿಸು ಸೇರ್ಪಡೆಯಾಗಿದೆ. ಅದುವೇ, ಬಾಯಲ್ಲಿ ನೀರೂರಿಸುವ ಚಿಕನ್ ಮೆಕ್‌ನಗೆಟ್ಸ್.

ಚಿಕನ್ ಮೆಕ್‌ನಗೆಟ್ಸ್ ಅಂದರೆ ಮೃದುವಾದ, ಮೂಳೆ ರಹಿತ ಸ್ವಾದಿಷ್ಟ ಕೋಳಿ ಮಾಂಸದ ಖಾದ್ಯ.

ಇದು ಬಾಲ್, ಬೂಟ್, ಬೆಲ್ ಮತ್ತು ಬೋನ್ ಆಕಾರಗಳಲ್ಲಿ ಲಭ್ಯ. ಹುರಿದು ಬಿಸಿದಿಯಾಗಿ ಫುಮುಫುಮು ಬಾರ್ಬೆಕ್ ಅಥವಾ ಸಾವಿವೆ ಸಾಸ್‌ನೊಂದಿಗೆ ಸವಿಯಲು ಆತ್ಮತೃಪ್ತಮ. ಬಂಗಾಳ ಬಣ್ಣದ ಕುರುಕುರು ಮೇಲ್ಮದರ, ಒಳಗೆ ಮೃದುವಾದ ನಗೆಟ್ಸ್ ಆಪ್ತತಮ ಸ್ವಾದವನ್ನು ಹೊಂದಿದೆ. ಇದರಲ್ಲಿ ಕೊಬ್ಬಿನ ಅಂಶ ಇಲ್ಲ.

ಆರು ಮೆಕ್‌ನಗೆಟ್ಸ್ ತುಂಡುಗಳ ಬಾಕ್ಸ್ ಬೆಲೆ 69 ರೂ ಮತ್ತು 9 ತುಂಡುಗಳ ಬೆಲೆ 99 ರೂ.

ಮೆಕ್‌ಡೊನಾಲ್ಡ್ ವ್ಯಾಲೂ ಮೀಲ್ಸ್ ಮತ್ತು ಹ್ಯಾಪಿ ಮೀಲ್ಸ್‌ಗಳ ಭಾಗವಾಗಿ ಕೂಡಾ ಚಿಕನ್ ಮೆಕ್‌ನಗೆಟ್ಸ್ ಲಭ್ಯ. ಇದಲ್ಲದೆ, ಅಯ್ಯು ರೆಸ್ಟುರಾಂಟ್‌ನ ಹೋಮ್ ಡೆಲಿವರಿ ಸೇವೆ ಮೂಲಕ ನೀವು ಮನೆಯಲ್ಲಿ ಕುಳಿತೇ ಆರ್ಡರ್ ಮಾಡಬಹುದು.





TORQUE COMMUNICATIONS PVT. LTD.

◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	Sandhya Dainik Janvarta	Edition:	Indore
Date:	May 30 th , 2009	Page:	2

Headline: McDonald's presents Chicken McNuggets

मैकडोनाल्ड्स प्रस्तुत कर रहे हैं चिकन मैकनगेट्स
मुंबई : खाने के शौकिन सभी लोगों के लिए एक खुशखबर है... मैकडोनाल्ड्स का एक विशेष उत्पादन-चिकन मैकनगेट्स - जिसे पूरी दुनिया में काफी सराहना मिली - अब भारत में भी उपलब्ध होने जा रहा है। चिकन मैकनगेट्स ब्रेडेड बोनलेस चिकन से बनाये जाते हैं। बॉल, बूट, बेल और बोन आकार में तलकर बनाये गये इन मैकनगेट्स को स्मोक फ्लेवर्ड बाबैक्यू सॉस या मस्टर्ड सॉस के साथ परोसा जाता है। मैकनगेट्स पर लगे कुरकुरे, सुनहरे टेप्युरा आवरण की वजह से ये अंदरसे मुलायम और बाहर से कुरकुरे बनते हैं और इनका स्वाद और भी बढ़ता है। 1983 में मैकडोनाल्ड्स द्वारा पहली बार चिकन मैकनगेट्स प्रस्तुत किये गये थे। आज 100 से अधिक देशों में मैकनगेट्स की वार्षिक बिक्री संख्या 4.8 मिलीयन हो गयी है और इस ब्रैंड का मूल्य अब करोड़ों डॉलर बन गया है। भारतीय ग्राहकों के लिए प्रस्तुत किये गये इस नये उत्पादन की जानकारी देते हुए मैकडोनाल्ड्स इंडिया के (पश्चिम और दक्षिण) प्रबंधन निर्देशक अमित जतिया ने कहा, पूरी दुनिया में 25 वर्षों से मशहूर चिकन मैकनगेट्स का आनंद अब भारतीय ग्राहक भी ले पाएंगे।



TORQUE COMMUNICATIONS PVT. LTD.

◆ Delhi ◆ Mumbai ◆ Bangalore ◆ Ahmedabad

Publication:	City Blast	Edition:	Indore
Date:	June 04 th , 2009	Page:	9

Headline : McDonald's presents a new taste

मैकडोनाल्ड्स में अब नई चटपटी दावत...

इन्दौर। खाने के शौकिन सभी लोगों के लिए एक खुशखबर है...मैकडोनाल्ड्स का एक विशेष उत्पादन चिकन मैकनगेट्स जिसे पूरी दुनिया में काफी सराहना मिली। अब में भी उपलब्ध होने जा रहा है। चिकन मैकनगेट्स ब्रेडेड बोनलस चिकन से बनाए जाते हैं। बॉल, बूट, बेल और बोन आकार में तलकर बनाए गए इन मैकनगेट्स को स्मोक प्लेवर्ड बार्बेक्यू सॉस या मस्टर्ड सॉस के साथ परोसा जाता है। मैकनगेट्स पर लगे कुरकुरे सुनहरे टैप्युरा आवरण की जगह से ये अंदर से मुलायम और बाहर से कुरकुरे बनते हैं और इनका स्वाद और भी बढ़ता है। 1983 में मैकडोनाल्ड्स द्वारा पहली बार चिकन मैकनगेट्स प्रस्तुत किए गए थे। आज 100 से अधिक देशों में मैकनगेट्स की वार्षिक बिक्री संख्या 4.8 मिलियन हो गई है और इस ब्रैंड का मूल्य अब करोड़ों डालर बन गया है। उत्कृष्ट गुणवत्ता प्राप्त सफेद चिकन से बनाए हुए इन मैकनगेट्स में ट्रेस फैट का प्रमाण शून्य है। आज एक विशेष समारोह में मैकडोनाल्ड्स इंडिया के प्रबंधन निर्देशक अमित जतिवा की उपस्थिति में सायरस ब्रोचा ने मनोरंजक ढंग से इस नए उत्पादन को प्रस्तुत किया। भारत के सभी 160 मैकडोनाल्ड्स रेस्तरां में चिकन मैकनगेट्स उपलब्ध कराए जाएंगे और 6 चिकन मैकनगेट्स का मूल्य 69 रु. होगा।



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Headline: McDonald's Presents a new tasty

मैकडोनाल्ड्स में एक नयी चटपटी दावत...

इंदौर। खाने के शौकीन सभी लोगों के लिए एक खुशखबर है मैकडोनाल्ड्स का एक विशेष उत्पादन-चिकन मैकनगेट्स जिसे पूरी दुनिया में काफी सराहना मिली। अब भारत में भी उपलब्ध होने जा रहा है। चिकन मैकनगेट्स ब्रेडेड बोनलेस चिकन से बनाए जाते हैं। बाल, ब्रूट, और बोन आकार में तलकर बनाए गए इन मैकनगेट्स की स्मोक प्लेवर्ड बाबैक्यू सास या मस्टर्ड सास के साथ परोसा जाता है। मैकनगेट्स पर लगे कुरकुरे, सुनहरे टेंप्युरा आवरण की वजह से ये अंतर से मुलायम और बाहर से कुरकुरे बनते हैं और इनका स्वाद और भी बढ़ता है। १९८३ में मैकडोनाल्ड्स द्वारा पहली बार चिकन मैकनगेट्स प्रस्तुत किए गए थे। आज १०० से अधिक देशों में मैकनगेट्स की वार्षिक बिक्री संख्या में ४.८ मिलियन हो गई है और इस ब्रैंड का मूल्य अब करोड़ों डालर बन गया है। उत्कृष्ट गुणवत्ता प्राप्त सफेद चिकन से बनाए हुए इन मैकनगेट्स में ट्रांस फैट का प्रमाण शून्य है। आज एक विशेष समारोह में मैकडोनाल्ड्स इंडिया के प्रबंधन निर्देशक अमित जतिया की उपस्थिति में सायरस ब्रोचा ने मनोरंजक ढंग से इस नए उत्पादन को प्रस्तुत किया। भारत के सभी १६० मैकडोनाल्ड्स रेस्तरां में चिकन मैकनगेट्स उपलब्ध कराए जाएंगे और ६ चिकन मैकनगेट्स का मूल्य रुपए ६९ होगा।

कापेरिट कार्नर



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Headline: Chicken McNuggets

నోరూలిస్తున్న చికెన్ మెక్ నగ్గెట్స్

బంజారాహిల్స్, మేజర్ న్యూస్ : అంతర్జాతీయ రుచులను అందించడంలో ప్రముఖ సంస్థగా గుర్తింపు పొందిన మెక్ డోనాల్డ్ రెస్టారెంట్ సరికొత్త స్నాక్స్ ను పరిచయం చేస్తోంది. చికెన్ మెక్ నగ్గెట్స్ పేరిట అందిస్తోన్న ఈ స్నాక్స్ ను బోన్ లెస్ చికెన్ తో అందిస్తున్నారు. వీటిని రకరకాల రూపాలతో పరిచయం చేస్తుండగా ఇందులో జాట్, బూట్, బెల్, బోన్స్ జులు ఉన్నాయి. బారేక్ సాస్ పద్ధతిలో ప్రి చేసి రుచికరంగా ఉండేందుకు అదనంగా మసాలాను జోడిస్తున్నారు. క్రిస్టీ గోల్డెన్ టెంపురా పుడ్ కోటింగ్ తో లభించే మెక్ నగ్గెట్స్ మృదువుగా, జ్యూసీగా వడ్డిస్తున్నారు. చికెన్ నగ్గెట్స్ ను ఆహార ప్రయులకు అందించేందుకు నాణ్యతగల టాజా చికెన్ ను ఉపయోగిస్తున్నారు. ఈ చికెన్ లో కొవ్వు పదార్థాలు లేకుండా అన్ని జాగ్రత్తలు తీసుకున్నట్లు మెడ్ డోనాల్డ్ ఇండియా ఎండీఆమ్ ఐ జతీయా తెలిపారు. అంతర్జాతీయ స్థాయిలో తమ సంస్థ 25 ఏళ్లు పూర్తి చేసుకుందని ఆహార ప్రయుల కోసం రుచికరమైన స్నాక్స్ ను అందిస్తున్నామని వారు కూడా తగిన విధంగా అదరిస్తున్నారని తెలిపారు.





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Headline: Chicken McNuggets

నవలంపే

చికెన్ మెక్ నగ్గెట్స్

అంతర్జాతీయ రుచులను అందించడంలో ప్రముఖ సంస్థగా గుర్తింపు పొందిన మెక్ డోనాల్డ్ రెస్టారెంట్ సరికొత్త స్నాక్స్ ను పరిచయం చేసింది. చికెన్ మెక్ నగ్గెట్స్ వేరిటీ అందిస్తున్న ఈ స్నాక్స్ ను బోనోలెస్ చికెన్ తో అందిస్తున్నది. వీటిని రకరకాల రూపాలతో పరిచయం చేస్తుండగా ఇందులో బాల్, బూట్, బెల్, బోన్ సైజులు ఉన్నాయి. బార్బెక్యూ వడ్డెటిలో సై చేసి రుచికరంగా ఉండేందుకు ఆదనంగా మసాలాను జోడిస్తున్నారు. క్రీప్ గోల్డెన్ లింపు రాఫుడ్ కోటింగ్ తో లభించే మెక్ నగ్గెట్స్ మృదువుగా, జ్యూసీగా వడ్డిస్తున్నారు. చికెన్ మెక్ నగ్గెట్స్ లో ఇంతవరకూ అంతర్జాతీయ స్థాయిలో లభించే స్నాక్స్ కంటే మెరుగ్గా చికెన్ ను ఉపయోగిస్తున్నారు. ఈ చికెన్ లో జీరో కాలం కొవ్వు పదార్థాలుంటాయి. రుచికరంగా ఉండే ఈ చికెన్ మెక్ నగ్గెట్స్ ను నేడు మెక్ రెస్టారెంట్ లో విడుదల చేసింది. ఈ సందర్భంగా మెక్ డోనాల్డ్స్ ఇండియా వెస్ట్ అండ్ సౌత్ ఎం.డి. ఆమిత్ మాట్లాడుతూ అంతర్జాతీయ స్థాయిలో తమ సంస్థ 25 సంవత్సరాలు పూర్తి చేసుకున్నదని, ఈ సందర్భంలో చికెన్ మెక్ నగ్గెట్స్ ను విడుదల చేశామని వివరించారు.

సీటీకల్చర్ ప్రతినిధి

మెక్ డోనాల్డ్స్ రెస్టారెంట్ లో కొత్త రుచులు



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Headline: McDonald's launches Chicken McNuggets

చికెన్ మెక్ నగ్గెట్స్ ను
పరిచయం చేస్తున్న మెక్ డోనాల్డ్స్

బంజారాహిల్స్, జూన్ 8: అంతర్జాతీయ రుచులను అందించడంలో ప్రముఖ సంస్థగా గుర్తింపు పొందిన మెక్ డోనాల్డ్స్ రెస్టారెంట్ సరికొత్త స్నాక్స్ ను పరిచయం చేస్తోంది. చికెన్ మెక్ నగ్గెట్స్ పేరిట అందిస్తోన్న ఈ స్నాక్స్ ను బోన్ లెస్ చికెన్ తో అందిస్తున్నారు. క్రిస్టి గోల్డెన్ బెంపురాపుడ్ కోటింగ్ తో లభించే మెక్ నగ్గెట్స్ మృదువుగా, జ్యూసీగా వడ్డిస్తున్నామని చెప్పారు.

చికెన్ నగ్గెట్స్ లో ఇంతవరకూ అంతర్జాతీయ స్థాయిలో లభించే స్నాక్స్ కంటే మెరుగ్గా చికెన్ మెక్ నగ్గెట్స్ ను ఆహార ప్రేమియులకు అందించేందుకు నాణ్యత గల తాజా చికెన్ ను ఉపయోగిస్తున్నామని చెప్పారు. ఈ చికెన్ లో జీరో శాతం కొవ్వు వదార్థాలుంటాయని తెలిపారు. రుచికరంగా ఉండే ఈ చికెన్ మెక్ నగ్గెట్స్ ను సోమవారం మెక్ రెస్టారెంట్లలో విడుదల చేశారు.



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Online Coverage



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Website:	www.indiainfoline.com
Date:	26 th May 2009
Link:	http://www.indiainfoline.com/news/innernews.asp?storyId=102725&lmn=1&cat=5

McDonald's launches chicken McNuggets in India

Chicken McNuggets are bite sized piece of boneless chicken formed in various shapes like Ball, Boot & Bone, fried and served hot with smoke-flavored Barbeque Sauce or Mustard Sauce



McDonald's introduced another mouth watering phenomenon to the McDonald's India family, the Chicken McNuggets, as part of its on going menu innovation programme. Television funny man Cyrus Broacha engaged Amit Jatia, MD McDonald's India in an interesting and humorous chat on the growth of the brand in India while also tracing the expansion

of the menu. Adding to the excitement at the launch was a parade of human-sized floats depicting the hot favorites from the McDonald's menu including – McChicken, French Fries and Filet –o Fish. The new entrants to the McDonald's India family – the Chicken McNuggets made a grand entrance – jumping out of a box and creating quite a stir.

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-flavored 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. McDonald's Chicken McNuggets will be available in all 160



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McDonald's restaurants across India with price range starting from Rs. 69 for a six piece box.

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.

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, 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 McAlloo Tikki burger and Shake Shake Fries.



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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.



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Website:	www.expressindia.com
Date:	26 th May 2009
Link:	http://www.expressindia.com/latest-news/go-carting/466047/

Go carting

Nugget News

If you are bored of eating chicken the regular way, here's an option to try. McDonald's has introduced its world famous McNuggets. The bite-sized pieces of breaded boneless chicken made of 100 percent white meat make for juicy chicken McNuggets which come with two relishing dips - Barbeque and Mustard. Coated with crispy golden tempura to give a soft and juicy inner and crispy outer mouth feel, chicken McNuggets are formed in four distinct shapes of ball, boot, bell and bone. The product is available a-la-carte in two portion sizes - six pieces for Rs 69 and nine pieces for Rs 99. Moreover, McNuggets are available with 'Happy Meals' starting at Rs 99 and also with the 'Big Saving Meal' at Rs 119.



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Website:	www.eventfaqs.com
Date:	27 th May 2009
Link:	http://www.eventfaqs.com/index.php?rlink=topstory/top_stories_inner.php&csrid=1692



McDonald's India to spend 30 pc of marketing budget on BTL

By Jagadishnamurthy On May 27, 2009

McDonald's has introduced Chicken McNuggets, as part of its ongoing menu innovation programme in India. The new product had a soft launch last week, and was announced to the media at an event held on May 26 at ITC Grand Central in Mumbai. The event was handled by G2 Rams, who had brought in television funny man Cyrus Broacha as host. While he engaged the audience with his witty talk, the launch also saw a parade of human-sized floats depicting the menu at McDonald's India.

On marketing plans for the new product, Amit Jatia, MD, McDonald's India, said, "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 will be aggressive on television over the coming months, and also look at BTL marketing in a significant manner." He also pointed out that the fast food chain had started



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a sampling exercise for the first time during the launch of a new product.

On the on-ground marketing plans for the brand, Arvind Singhal, Head - Marketing, McDonald's India, added, "We generally have a 70:30 marketing budget split favouring the ATL space. Of the 30 per cent spent on BTL, we have equal spends for in-store promotions and on-ground events."

The launch of McNuggets will be supported by on-ground activation in Mumbai, Hyderabad, Bangalore and Pune. The brand has appointed 180 Degrees to execute the activation in malls in and around Mumbai for a month, starting last week. The activation involves promotion of the new product as well as existing products using human-sized floats to generate buzz.

An official statement from McDonald's India noted that the company had witnessed a double-digit growth this year, and that same-store sales had increased by 30 per cent over the previous year. In 2009, McDonald's will expand its presence in India by setting up 40 new restaurants with an addition of 2000 employees.



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Website:	www. mybangalore.com
Date:	27 th May 2009
Link:	http://www.mybangalore.com/events/mcdonalds-chicken-nuggets.html

McDonald's Chicken Nuggets



McDonald's introduces another mouth watering dish to the Indian market. The Chicken McNuggets as part of its ongoing menu innovation programme. Chicken McNuggets are bite sized pieces of breaded boneless chicken formed in various shapes.



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Website:	www.bangalorenewsnetwork.com
Date:	29 th May 2009
Link:	http://www.bangalorenewsnetwork.com/launches/29may1(9).html

McDonalds' LAUNCHES GLOBAL FAVOURITE 'CHICKEN McNuggets' IN INDIA

Bangalore, India - McDonald's introduced another mouth watering phenomenon to the McDonald's India family, the Chicken McNuggets, as part of its on going menu innovation programme. 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.

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."



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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."

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.



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Website:	www.theeconomictimes.com
Date:	26 th May 2009
Link:	http://economictimes.indiatimes.com/News-by-Industry/McDonalds-India-to-open-more-outlets/articleshow/4580421.cms

McDonald's India to open 180-190 more restaurants by 2015

Mumbai: Fast-food chain McDonald's India on Tuesday said it plans to open 180-190 company-owned restaurants by 2015 with an estimated investment of up to Rs 570 crore.

"We have 157 restaurants now and we plan to open 180- 190 company-owned restaurants by 2015, including between 30 to 40 this year," McDonald's India Managing Director Amit Jatia said here.

Jatia said it generally takes around Rs 3-crore investment to open a restaurant. Existing restaurants are also owned by the US-headquartered company.

McDonald's India has presence in 30 cities, he said, adding all the proposed restaurants would come up in the cities where the company already has outlets.

The company would fund the proposed investment through a mix of internal accruals and debts. However, the ratio would be decided later on, he said.

Jatia said the company expects sales to grow by 35 per cent this year. It had recorded around the same level of growth in 2008, as well.

McDonald's India, he said, employs over 5,000 people now and as the proposed new restaurants are opened up, the total headcount should go past the 12,000-mark.

"We generally employ 40 people in a restaurant," Jatia said.

Delhi and Mumbai are the two biggest markets for the company in terms of sales,



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while cities like Hyderabad and Bangalore are also fast catching up, he said.

McDonald's India plans to open seven new restaurants in Bangalore this year, he said.

Declining to disclose the company's total sales, Jatia said McDonald's India caters to 3-4 lakh customers in a day across the country.



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Website:	www.livemint.com
Date:	26 th May 2009
Link:	http://www.livemint.com/2009/05/26223835/McDonald8217s-India-to-add.html

McDonald's India to add 150 restaurants

McDonald's India, a wholly owned subsidiary of McDonald's International, has two joint ventures, one with Hardcastle Restaurants Pvt. Ltd and the other with Vikram Bakshi's Connaught Plaza Restaurants Pvt. Ltd

Mumbai: McDonald's India plans to add at least 150 restaurants over the next five years with an investment of at least Rs500 crore, said Amit Jatia, managing director McDonald's India (west and south) at a press conference in Mumbai on Tuesday.

McDonald's India, a wholly owned subsidiary of McDonald's International, has two joint ventures, one with Hardcastle Restaurants Pvt. Ltd and the other with Vikram Bakshi's Connaught Plaza Restaurants Pvt. Ltd for north and east India. Jatia is also the managing director of Hardcastle Restaurants.



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Website:	www.imagesfood.com
Date:	27 th May 2009
Link:	http://www.imagesfood.com/news.aspx?Id=453&topic=1

McDonald's India to launch 170 outlets by 2014

McDonald's India is in the process of analyzing its growth strategy in India in terms of new outlets in the market. As part of its expansion plans, the company aims to expand through multiple outlets at locations it is already present in. The company will introduce 170 new outlets across the country in the next five years, with 40 new restaurants opening in 2009 alone. It has earmarked about Rs 5-6 billion to fund the expansion process; it has already invested about Rs 1 billion. While the company is presently not considering any private equity partnerships for the same, it will fund the development process through debt and equity funding along with internal accruals.

The company operates about 160 restaurants in India. All McDonald's outlets are owned by its two joint venture companies in India (Hardcastle Restaurants and Connaught Plaza Restaurants), with 85 per cent of the outlets owned on a long-term lease basis. The company also invests in outlets on a revenue sharing model of five to six per cent. There are plans to foray into the new cities by 2010. It will review its strategic growth plan in the next three months, which will include identifying new locations for growth.

As part of its strategic plan's revision, the company will also review its innovation pipeline in terms of product portfolio. McDonald's India recently introduced the breakfast menu on a trial basis at select outlets in Mumbai and Delhi. The breakfast menu contributes to about 20 per cent of McDonald's revenues, globally. However, how does the company plan to introduce this meal segment in the Indian market? Amit Jatia, MD, Hardcastle Restaurants, also a JV partner and MD of McDonald's India (West and South India), states, "The company will invest in marketing and promotional strategies to introduce the product and develop the market for breakfast menus. It aims to launch the product across India in the next four to five months. It has also launched Chicken McNuggets, a product from its global portfolio, in the Indian market. McDonald's India's average



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annual investment on marketing and promotional activities ranges up to Rs 30-35 crore per year and the company has increased its annual budget by 70 per cent (from 2008 to 2009).

While, most F&B brands have seen a significant drop in average ticket size (ATS), Jatia informs that the company has seen a growth in the ATS by four to five per cent in the past. "Although, there is no change in the end product, cost cutting measures have been taken to streamline the production line on a rational and economic level," he adds.



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Website:	www.rediff.com
Date:	26 th May 2009
Link:	http://business.rediff.com/report/2009/may/26/mcdonalds-india-plans-180-190-more-restaurants-by-2015.htm

McDonald's India plans 180-190 more restaurants by '15

Fast-food chain McDonald's India said on Tuesday it plans to open 180-190 company-owned restaurants by 2015 with an estimated investment of up to Rs 570 crore (Rs 5.7 billion).

"We have 157 restaurants now and we plan to open 180-190 company-owned restaurants by 2015, including between 30 to 40 this year," McDonald's India managing director Amit Jatia said in Mumbai.

Jatia said it generally takes around Rs 3-crore (Rs 30-million) investment to open a restaurant. Existing restaurants are also owned by the US-headquartered company.

McDonald's India has presence in 30 cities, he said, adding all the proposed restaurants would come up in the cities where the company already has outlets.

The company would fund the proposed investment through a mix of internal accruals and debts. However, the ratio would be decided later on, he said.

Jatia said the company expects sales to grow by 35 per cent this year. It had recorded around the same level of growth in 2008, as well.

McDonald's India, he said, employs over 5,000 people now and as the proposed new restaurants are opened up, the total headcount should go past the 12,000-mark.

"We generally employ 40 people in a restaurant," Jatia said.



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Delhi and Mumbai are the two biggest markets for the company in terms of sales, while cities like Hyderabad and Bangalore are also fast catching up, he said.

McDonald's India plans to open seven new restaurants in Bangalore this year, he said.

Declining to disclose the company's total sales, Jatia said McDonald's India caters to 300,000-400,000 customers in a day across the country.



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Website:	www.dnaindia.com
Date:	26 th May 2009
Link:	http://www.dnaindia.com/report.asp?newsid=1259168

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Declining to disclose the company's total sales, Jatia said McDonald's India caters to 3-4 lakh customers in a day across the country.



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Website:	www.businessstandard.com
Date:	26 th May 2009
Link:	http://www.business-standard.com/india/news/mcdonald%5Cs-india-to-open-180-190-more-restaurants-by-2015/62855/on

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Website:	www.sakaaltimes.com
Date:	26 th May 2009
Link:	http://www.sakaaltimes.com/2009/05/26170259/McDonalds-to-invest-Rs-120-cr.html

McDonald's to invest Rs 120 crore for 40 new outlets in FY10

MUMBAI: Global fast food chain McDonald's is planning to open 40 new outlets across the country in FY10 with an investment of Rs 120 crore, to add to its existing chain of 160 outlets.

The new centers will be mainly launched in the metros to reinforce the existing establishments. The company will invest Rs three crore per outlet.

Announcing the company's expansion plans here today, McDonald's (India) JV Partner and Managing Director Amit Jatia said 150-170 new outlets were also planned for the next five-seven years with an investment of Rs 500-700 crore, which will be funded through debt, equity and internal accruals. He ruled out expansion through franchising.

"We have already invested Rs 1,000 crore since our entry in 1996.

Our expansion plans will be guided by our supply chain logistics whereby we source our raw materials locally. Other issues that we will keep in mind are quality, cleanliness and affordability especially for Tier II and Tier III towns," he said.

He said that McDonald's had not been adversely affected by the economic slowdown with growth rate averaging at 35-40 per cent. " We are seeing double digit growth across the board and McDonald's outlets getting three-four lakh customers everyday. Our prices have increased by only six per cent in the last six months. We try and maintain our costs and meet challenges by pushing for efficiency, not by taking shortcuts like reducing the size of our products," Mr. Jatia said.



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He also announced the launch of the McDonald's global best selling "Chicken McNugget" across its outlets. The company will promote the launch through audio/visual advertisements and other promotional events from the company's marketing budget of Rs 40 crore budget, he said.

The company generates USD 41 billion in annual revenues across more than 30,000 outlets in 118 countries.



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Website:	www.hospitalitybiz.com
Date:	26 th May 2009
Link:	http://www.hospitalitybizindia.com/detailNews.aspx?aid=4913&sid=1

McDonald's India to launch 170 outlets by 2014

Increases marketing spend by 70 per cent in 2009

McDonald's India is in the process of analysing its growth strategy in India in terms of new outlets in the market. As part of its expansion plans, the company aims to expand through multiple outlets at locations it is already present in. The company will introduce 170 new outlets across the country in the next five years, with 40 new restaurants opening in 2009 alone. It has earmarked about Rs 500-600 Crore to fund the expansion process; it has already invested about Rs 100 Crore. While the company is presently not considering any private equity partnerships for the same, it will fund the development process through debt and equity funding along with internal accruals



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Website:	www.msn.com
Date:	27 th May 2009
Link:	http://video.movietalkies.com/interviews/bollywood/artiste/cyrusbroacha/mcdonald.wmv

Link to video at MSN



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Website:	www.FnBnews.com
Date:	01 st June , 2009
Link:	http://www.fnbnews.com/article/detnews.asp?articleid=25482&sectionid=1

McDonald's Chicken McNuggets now in India

The globally favored McDonald's Chicken McNuggets has been launched in India recently. McDonald's introduced McNuggets as a part of its ongoing menu innovation programme. Television anchor Cyrus Broacha with Amit Jatia, MD McDonald's India, launched the product in Mumbai.

The launch saw a parade of human-sized floats depicting the hot favourites from the McDonald's menu including - McChicken, French Fries and Filet -o Fish.

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-flavored 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. 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.

McDonald's claims that 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.

Speaking on the launch event, 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



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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.



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Website:	www.indiajournal.com
Date:	04 th June, 2009
Link:	http://www.indiajournal.com/pages/event.php?id=7167

McDonald's to Invest Rs 400 Crore Over 5 Years



MUMBAI - More yellow arches across India. The McDonald's chain of fast-food restaurants is planning to penetrate further into the country, where it already has 160 outlets, with the business divided zonally between two units of the burger chain.

"We will invest Rs 400 to Rs 500 crore over the next five years to open 150 to 170 more restaurants in India," said Amit Jatia, managing director,

McDonald's India (West and South). The company spends around Rs. 3 crore on each outlet.

In 2009, the company will open 40 more restaurants, and add 200 people to its staff. The company follows the strategy of expanding in cities where it is present first before moving to new areas.

The company, which became popular in India by coming up with a vegetarian burger and products suited to local tastes like the McAloo Tikki burger, has announced the introduction of 'Chicken McNuggets' to its menu for the Indian market.

Despite its popularity, McDonald's has been hit by the economic slowdown, with its growth rate slumping to 35- to 40% from 45-50%. "We are still growing in double digits as far as same store sales growth is concerned", said Jatia.



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McDonald's, which entered India 13 years ago, is present in 30 cities in India and serves 3 to 4 lakh people everyday.