



McDonald's launches Birthday Parties

Ahmedabad, 3rd December 2009- Its party time at McDonald's!!! Birthdays are one of the best times in year to celebrate with family and friends. McDonald's India pulls out all the stops to help make your child's birthday a delightful celebration and without the usual hassles of organizing it! Aiming to make your child's birthday a truly memorable moment, McDonald's has launched all-new special birthday packages which include exciting prizes, return gifts, dancing lights, colorful décor, and a McDonald's representative acting as the buddy to host the party and much more.

To celebrate the event launch in Ahmedabad, television actress Disha Vakani, popularly known as Daya of "Tarak Mehta ka Ulta Chasma" fame, was present. She enacted a drama portraying the wish of having something different than a monotonous birthday party for her kid. To make the difference to the situation, Ronald McDonald, the iconic chief happiness officer made the lavish entry with the party procession accompanied by huge M shaped cake and thoughtfully delivered the idea of Mc Donald's Birthday Parties which are unique in their own ways. Everybody then joined in for the celebration filled with excitement and joy

Kids from Kaushish, an NGO for orphans were invited to join the celebration of the McDonald's Birthday Party launch. The children enjoyed a lot as they had a fun filled evening as Ronald thrilled them with a magic show while they enjoyed a delicious meal featuring the popular McDonald's burgers, fries and of course the cake. They were much pleased enjoying the party which had grandeur to it.

McDonald's offers two kinds of packages for the birthday party, Birthday Blast and Super Duper Birthday Blast, priced at Rs 139 and Rs 199 respectively. The Birthday Blast package comprises of invitation cards, birthday child card, birthday child gift, headbands, happy meals, soft serve, one game and game prize for one winner. The Super Duper Birthday Blast package will comprise of invitation cards, birthday child card, birthday child gift, headbands, happy meal, soft serve, two games, game prize for two winners, French fries and return gift.



Commenting on the launch of the all new McDonald's Birthday Parties, Mr. Amit Jatia, MD McDonald's India (West & South), said, "It's a great pleasure to introduce the birthday parties in a big way. Birthday parties at McDonald's are unique as every element off it adds value which brings smile to the kids face. Ronald invites, headgears, return gifts, educative games, a host and the delicious meal makes this important day of your life a grand event. With our birthday parties we aim to provide a fun, frolic enjoyment and moments of joy to the child and a hassle free affair for the mother. And on this grand occasion we are pleased to have kids from Kaushish, as we attempt to share our joy with those little angels."

Birthdays are a memorable moment in one's life and parties are the way to express and share the joy with your friends and family. So why waste your breath on blowing balloons, tying coloured streamers or scouting around for party paraphernalia when you could leave it all to Mc Donald's. The launch of Birthday Parties will take place across the western region of India. Come forward and gift your kid the perfect birthday gift-an unforgettable evening of never-ending fun and excitement only at McDonald's

Brief Background on McDonald's:

McDonald's is the world's leading food service retailer with more than 31,000 restaurants in 118 countries serving 50 million customers each day. Celebrating 13 years of leadership in food service retailing in India, McDonald's today has a network of 180 restaurants across the country, with its first restaurant launch way back in 1996. Prior to its launch, the company invested four years to develop its unique cold chain, which has brought about a veritable revolution in food handling, immensely benefiting the farmers at one end and enabling customers to get the highest quality food products, absolutely fresh and at a great value.

In line with its respect for local culture, India is the first country in the world where McDonald's does not offer any beef or pork items. McDonald's has also re-engineered its operations to address the special requirements of vegetarians. Vegetable products are kept separate throughout the various stages of procurement, cooking and serving. The mayonnaise and the soft serves are also 100% vegetarian.

Press Release



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