



Go full force with Ben10 and Powerpuff girls at McDonalds McDonald's launches new Happy Meal Promotion

October, 2009: Prepare to cart home your favourite toons this month as McDonald's, India the leading food service retailer, kicks off of its latest in-store Happy Meal promotion for kids - 'Cartoon Network'.

This latest promotion will feature popular Cartoon Network characters as toys along with the meal. These include 8 toys - Ben 10 of Alien Force, Bubbles & Blossoms from the Powerpuff Girls, Bloo, Courage- the cowardly dog, Billy - the one with the pink nose, Ed- the laughing riot, Numbuh 1 - the leader next door, all of which are an extreme craze with kids and collectors.

Commenting on the promotion, Arvind Singhal, Director Marketing, McDonald's India, West & South said, "Our endeavor at McDonald's is to give the best to the kids through Happy Meals. Cartoon Network characters are a rage with children and through these toys we are giving them a chance to collect their favourite cartoon characters. It's about giving them a slice of what they see on television in their actual life - the McDonald's way"

These toys will be available from 1st October 2009 at all McDonald's outlets across Mumbai, Pune, Ahmedabad, Vadodara, Bangalore, Chennai and Hyderabad.

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 over 170 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.

McDonald's has retained the No. 1 position for 3rd consecutive year in the latest 'Business World Most Respected Companies of India', survey in the food retailing industry. The company was also awarded the 'CNBC Awaaz Consumer Award' in the 'Most Preferred Fast Food Company' category. The company has also been honored with the Images Retail Award in the 'Catering Services Category' for the current year.

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