



Press Release

Har Chotti Khushi Ka celebration with McDonald's

Omi Vaidya & Tarana celebrate along with Ronald McDonald shared Chotti Khushi with NGO kids

Mumbai, 8th March, 2010: A baby's first step, the first time you bunked class, your first holiday out with friends, the first Valentines card you received, the look on your mothers face when you gifted her your first salary, or the look of an underprivileged child when he meets his favourite star – the small joys of life such as these are what we often take for granted in our busy lives. It is indeed a must to enjoy these small pleasures in life simply because there aren't enough of the big ones to go around. Supplementing this thought, McDonald's has launched an exciting campaign called "Har Chotti Khushi Ka Celebration." Designed to position McDonald's as the ideal venue and platform for every individual to celebrate their little joys of life, the campaign focuses on the Chotti Khushi of celebrating with a delicious Happy Price Menu for just Rs. 20 onwards.

Celebrating the "Har Chotti Khushi Ka Celebration" in true king size, a live onstage show anchored by famous RJ Tarana was organized at St Andrews, Mumbai. Special personalities like Ronald McDonald, the iconic Chief Happiness Officer and the Chamatkar man, Omi Vaidya of 3 Idiots fame were also invited to join in this celebration and share thoughts of what happiness meant to them personally and how they celebrate the small joys of life.

The event which was aimed to spread cheer among the kids & youth of Nareshwadi, an NGO working towards suppression of malnutrition witnessed graceful and well choreographed tribal dance performances by them. Present at the event were also representatives of YUVA, an NGO working for slum dwellers. The day provided a perfect platform for kids to exhibit their talent in the presence of Omi Vaidya, who later on was witnessed joining the performance in high spirits, encouraging kids and adding in to their daily dose of happiness. The event really left the kids & youth from NGO's with a smile of their face thus making them celebrate their Chotti Khushi in a big way. The event came to a close with Ronald McDonald crowning Omi with the happiness crown for his stunning act to spread cheer among the kids.

Sharing his views on the event, Arvind Singhal, Director Marketing, McDonald's India (West & South) said that "In today's hectic pace of life, har choti khushi ka celebration needs to be a mantra for a fulfilling life. For us, it's not just a campaign line but the way of making our consumer's life more enriching - and McDonald's provides consumers truly a chance to celebrate har choti khushi by offering dual benefit of quick service and affordable pricing."

McDonald's founded its success in its strategy of Branded Affordability and introduced the 'Happy Price Menu' of Rs. 20/ onwards in 2004. The value initiative at McDonald's is all pervasive. At a time when food prices are going through the roof McDonald's has maintained its

prices of Rs 20 onwards. The tremendous value benefit is enabled by McDonald's renowned supply chain management system and by leveraging economies, which helps minimize costs while maximizing value to customers. McDonald's strong backward integration connects it directly with various aspects of the business right up to the farm level, which helps in increasing the productivity in terms of yields and helps the brand manage costs. McDonald's serves about 5 lakhs of people every single day, its business is about low margin and high volume which helps in maintaining the price.

Branded affordability has creatively portrayed over the years by engaging the audiences with memorable campaigns like - The 'Bahanas', 'bees mein full dhamal', 'baap ke samane ka daam' and now the latest campaign of Har Chotti Khushi Ka celebration where it conveys the message of celebrating small joys does not take much, come and celebrate with McDonald's with menu offerings of Rs 20 onwards only.

McDonald's 'Happy Price Menu' has been a favourite among the consumers since its launch. Happy Price Menu includes popular products like McAloo Tikki™, McPuff Pizza™ and Salad Sandwich™, medium fries, coke float, etc., among others. These products are available across all McDonald's restaurants.

About McDonald's India:

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 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.

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