



Press Release:

McDonald's India receives prestigious CNBC Awaaz Consumer Award for the 3rd year

McDonald's named the Most Preferred Multi Brand Fast Food outlet

30th September 2009, Mumbai: McDonald's India was today presented with the prestigious CNBC Awaaz Consumer Awards in the category of the Most Preferred Multi Brand Fast Food outlets, at an event held in Mumbai. The CNBC Awaaz Consumer Awards salute those brands that millions of Indians have chosen to buy, to try, to experience and to own. The award was presented by Mr. Digvijay Singh AICC, General Secretary, Congress & Miss. Chanda Kocchar Deputy MD, ICICI Bank Ltd. to McDonald's.

Commenting on the award, Mr. Amit Jatia MD, McDonald's India (West & South) said, "It is a great honor to receive the CNBC consumer award. This is the 3rd year that McDonald's has been presented with this award, which is a testament to the trust and loyalty our customers have shown in us as we endeavor to build the brand in India. McDonald's has been built on three key platforms of Value, Convenience & Great Taste and we will continue to strengthen these core values as we grow our brand in the country."

The CNBC Consumers Awards was based on a quantitative research that was carried out in 12 cities spanning 11 states in India. A total of 2,000 interviews were conducted across urban centers that interviewed male and female adults in the age group of 18-45 years from Sec A, B and C households. Consumers who were current users or intenders for the category in the near future were interviewed for those categories to arrive at the list of "Preferred Brands" and the key drivers in the selection of those brands.

In the past McDonald's has been honored with several awards including featuring on Business World's 'Most Respected Companies of India', the Images Retail Award in the Catering Services Category and was the top ranked 1st Quick Service Restaurant Brand in the Great Place to Work survey in 2009.

About McDonald's:

McDonald's is the world's leading food service retailer with more than 31,000 restaurants in 119 countries serving 50 million customers each day.

Celebrating 13 years of leadership in food service retailing in India, McDonald's India today has a network of 160 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 India does not offer any beef or pork items. McDonald's India 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.

About CNBC Awaaz Consumer Awards

The CNBC AWAAZ Consumer Awards are based on an exhaustive consumer survey done by The Nielsen Company that has spoken to over 10000 respondents across 12 cities spanning 11 states in India. With brand new award categories exploring brands that have managed to find favour with Indian consumers even as they tightened their purse strings and those that have delivered true value for money, the CNBC AWAAZ Consumer Awards are the ultimate in consumer preference benchmark. The winners, as determined by the vote of consumers around the country, are awarded at a special ceremony, the **CNBC AWAAZ Consumer Awards '09**

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