



Press Release



Go Digital with McDonald's

McDonald's rolls out its latest Happy Meal Promotion - McDigi

Mumbai, 24th April: It's the beginning of the holiday season and that means its time for you to discover a world of fun at your fingertips, as McDonald's India rolls out its latest promotion, 'McDigi Happy Meal'. With the promotion McDonald's is presenting the next frontier of toys that enable people to play their favorite sport – take a splash in a digital pool, serve an ace against a virtual tennis star or set a record in pole vault at the gaming Olympics!

Head to your favourite McDonald's outlet, grab a delicious Happy Meal and make your pick from a choice of six unique hand-held digital games, specially developed exclusively for McDonald's. The McDigi Happy Meal promotion gives you a chance to hone your digital sport skills in six games including Tennis, Swimming, Baseball, Basketball, Soccer and Pole Vault. As an added attraction two of the digital toys, Baseball and Tennis, are motion sensor games, which guarantee a fun workout as when you move your hand to the right, the ball will follow your move too!

Commenting on the promotion, Arvind Singhal, Director Marketing, McDonald's India, West & South said, "It is the gen-next age where everybody is looking for a taste of digital entertainment and McDonald's is delighted to present customers with another unique Happy Meal promotion. The McDonald's McDigi Happy Meal property combines the thrill of playing a sport with the coolness quotient of digital gaming thereby creating a thrilling experience. The power of motion gaming creates an additional element of fun interactivity, which we are sure will create a craze not only among kids but across age groups."

This promotion will be running at McDonald's restaurants till from May 1st to 31st May, 2009 across Mumbai, Pune, Ahmedabad, Vadodara, Kolhapur, Nasik, Indore, Surat, Hyderabad, Chennai & Bangalore.

Brief Background on 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 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 does not offer any beef or pork items. McDonald's has also re-engineered its operations to address the special requirements of vegetarian. 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.

A leading food service retailer with 160 restaurants in India, McDonald's India caters to 3 lakhs customers every single day.

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