



Press Release

'120 Not Out' at McDonald's

Aaj 120 ka khao, kal ek ke upar ek free pao

16th April Mumbai: Cricket Fever is about to hit 100 million Indians and drive them into a frenzy. Amidst all this excitement, McDonald's India rolls out its '**120 Not Out**' promotion which gives you a chance to grab your favourite McDonald's meal while enjoying the IPL mania.

Under the McDonald's '**120 Not Out**' promotion, you can buy any of your favourites worth Rs 120/- and get a coupon by which you can buy one product and get one free from next day of purchase.

Talking on the promotion, Mr. Arvind Singhal, Director Marketing, McDonald's India (West & South) said "Cricket is one factor that binds India transcending age, religion etc. We Indian's get excited with everything associated with cricket, be it gully cricket, IPL or ODI's. With the latest cricket craze about to begin, McDonald's takes forward this national excitement with its '**120 Not Out**' promotion which is designed as an extension of our value promise to our patrons."

Building on the excitement each McDonald's restaurant is branded according to the local team colours in order to bring in the flavour of the one of the world's biggest sporting event into the restaurant. Hence your favourite hangout in Mumbai will be decked in blue while the Bangalore restaurant will be decked in red and so on.

This promotion is running across restaurants at all McDonald's restaurants, Mumbai, Pune, Ahmedabad, Vadodara, Kolhapur, Nasik, Indore, Bangalore, Indore, Hyderabad, Chennai and Surat till the 10th May 2009. The promotion will be extended to delivery and take away's as well.

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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