



Press Release

McDonald's introduces new '*Chatpata McAloo Tikki Burger*'

Pune, 17th January 2009: Make your visit to McDonald's spicier this New Year with the all-new Chatpata McAloo Tikki Burger. The much loved McAloo Tikki burger gets a lip-smacking makeover with a dash of *desi* sauces and farm-fresh onions which are guaranteed to add some zing and *chatpata masti* in your life.

In town to celebrate the launch and tasting of this new Chatpata variant of McAloo Tikki of was Ronald McDonald, the iconic Chief Happiness Officer of McDonald's, who conducted a Chatpata contest for kids from Society of Sohrien Hospital (SOSH) along with Radio One. The children had a fun filled afternoon as Ronald thrilled them with an entertaining questions followed by a magic show while they enjoyed the delicious McDonald's Chatpata McAloo Tikki Happy Meal.

Commenting on the product experience, Abhijit Upadhye, Director - National Supply Chain, Menu Management & New Business Channels, McDonald's India, said "At McDonald's, it has always been our constant endeavor to work towards innovating and upgrading our product offerings to appeal to the local appetite. The New Chatpata McAloo Tikki Burger offers a whole new experience to customers in India who are constantly looking for something yummiier. The New Chatpata McAloo Tikki will surely make the kids from SOSH and others say 'I m lovin it'."

The '*theeka-meeta*' flavour of the new Chatpata McAloo Tikki Burger is unique, irresistibly delicious and available at the affordable price of Rs. 20 as a part of the 'Happy Price Menu and Chatpata McAloo Tikki Happy Meal at Rs 75 also.'

McDonald's has constantly endeavoured to offer customers new products that appeal to their tastes and preferences. Earlier innovations introduced locally include popular products such as the McAloo Tikki™ burger, Veg. Pizza McPuff™ and Chicken McGrill burger using spices favoured by Indians.



The all-new Chatpata McAloo Tikki will be available till 15th February at all McDonald's outlet in Mumbai, Bangalore, Chennai, Ahmedabad, Indore, Nashik, Baroda, Kolhapur, Hyderabad and Pune.

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 11 years of leadership in food service retailing in India, McDonald's today has a network of 155 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.

A leading food service retailer with 155 restaurants in India, McDonald's India caters to 3 lakh customers every single day.