



McDonald's Corporate Coverage



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McDonald's on a hiring spree in India *(Inputs from Swetha- HBL)*

Bangalore: At a time when job losses have become the norm of the day, fast food restaurant chain McDonald's is looking to hire around 2,000 people this calendar year for its restaurant operations – at the store management and crew levels.

McDonald's currently employs 6,500 crew members and 650 store managers in the country.

“We are looking to hire freshers at the store management and crew (servers and so on) levels. They need not even be graduates – 12th class pass is the minimum requirement. Some of our crew members with 8-9 years of experience, who have benefited from our training, have risen up the ranks and even gone on to head businesses within and outside our organisation,” said Amit Jatia, Managing Director & JV Partner, McDonald's India (West & South).

The company plans to open about 40 restaurants in India this year and the new recruits are expected to be absorbed into them.

Last year, McDonald's opened 30 restaurants and the year before it was 20. So in that sense, McDonald's expansion plan this year seems a bit ambitious.

How does the company see value in expansion in a market ridden with troubles? “This is a great time for retailers mainly because the real estate prices have come to a level wherein they are negotiable. Even high street locations have become affordable,” Jatia said.

The company says walk-ins have not been impacted, nor have sales dipped. Without divulging financial details, Jatia said, “same store sales have been seeing double digit growth for the last five years”.

McDonald's today runs 160 restaurants in the country. Barring two, they are all company owned. The company invests Rs 100-120 crore year-on-year on expansion plans.



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McDonald's may hire 2,000 this year

Swetha Kannan

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McDonald's brand extensions see brisk biz

Home delivery service, dessert kiosks 'doing well'.

Swetha Kannan

Bangalore, March 6 Fast food restaurant chain McDonald's sees good potential in its brand extensions — home delivery service and dessert kiosks.

Mr. Amit Jatia, Managing Director and Joint Venture Partner McDonald's India (West & South), said, "Home delivery, which we launched four years ago, has been working well for us and generating good sales.

"Today, it contributes almost 12 per cent of our sales. It has the potential to grow to 20 per cent in two years."

Currently, McDonald's offers this service, in most cities it is present in, to homes within a seven-minute driving distance in peak traffic, at a charge of Rs 20. "McDonald's believes in being accessible to its consumers.

"The home delivery service enables us to be accessible to even the consumer at home. We home deliver food for any bill amount," said Mr. Jatia.

More restaurants

McDonald's plans to open 40 restaurants this calendar year. And it will introduce the home delivery service wherever it is viable.

"The home delivery service is available in pretty much all cities we are in — especially major metros, as long as the convenience factor is strong.

For instance, in a small city like Nasik where traffic is less, it does not make sense as it hardly takes time for the consumer to reach a McDonald's restaurant.

"But it does make sense in a city like Mumbai," says Mr. Jatia.

Mr. Jatia said its dessert counters (mainly ice-cream based) have also been doing well, complementing its main fare.



The dessert kiosks — either part of the main restaurant or as standalone kiosks — are also picking up in sales, he said, although he refused to divulge financial details.

Currently, McDonald's has around 50 standalone dessert centres. It is planning to open 20 more this year.

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