



Eat at McDonald's and Meet Andhra Super Star Mahesh Babu

05th June, Hyderabad: Unleashing an action packed look this month, McDonald's India in association with Coke rolls out its latest promotion to win a chance to meet the charismatic sensation of Andhra Pradesh Super star Mr. Mahesh Babu.

To participate in the latest promotion of McDonald's customers need to purchase any meal at their favourite McDonald's restaurant, including a Happy Meal, and pick up a scratch card. One section of the card contains details of an assured gift from among a snazzy T-shirt, Cap, key chain, a chilled Glass of Regular Coke, Thums Up, Sprite or Fanta or a yummy McAloo Tikki Burger. Additionally the customers get a chance to meet Super star Mahesh Babu in the month of July at the McDonald's restaurant, Prasad IMAX in Hyderabad by submitting the second portion of 2 scratch cards that combine to form the actor's name.

Talking on the happy meal promotion, Mr. Arvind Singhal, Director Marketing, McDonald's India (West and South) said "At McDonald's it is our endeavor to serve customer better each time they make a visit to the restaurant. With this promotion we intend to generate excitement among our patrons by giving them a chance to meet the superstar Mahesh Babu. This promotion in association with Thumps Up, brand by Coke will surely leave the customer saying 'I'm loving it'"

This promotion is available at all McDonald's outlets in Hyderabad till scratch card stocks last between 5th June and 5th July 2009.

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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