McDonald's India

A Locally Owned Company:
McDonald's is the world's leading food service retailer with more than 31,000 restaurants in 119 countries serving more than 50 million customers each day.

In India, McDonald's is a joint-venture company managed by two Indians. While Amit Jatia, M.D. Hardcastle Restaurants Pvt. Ltd. owns and spearheads McDonalds in west & south India, McDonald's restaurants in North & East India are owned and managed by Vikram Bakshi's Connaught Plaza Restaurants Private Limited.

Celebrating over 12 years of leadership in food service retailing in India, McDonald's now has a network of over 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.

Local Sourcing Is Key for Truly Indian Products:
McDonald's India is committed to sourcing almost all of its products from within the country. For this purpose, it has developed local Indian businesses, which can supply them the highest quality products required for their Indian operations. Fresh Lettuce is sourced from Pune, Delhi, Nainital and Ooty; Cheese from Dynamix Dairies, Baramati, Maharashtra; fresh Buns from Mrs. Bector Foods, Phillaur, Punjab & Khopoli, Maharashtra; Sauce from Mrs. Bector Foods, Phillaur, Punjab, Chicken Patties, Vegetable Patties, and Veg.Pizza McPuff from Vista Processed Foods, Taloja, Maharashtra. Dairy Products are sourced from Amrit Food, Ghaziabad, UP. All our suppliers are HACCP certified.

Respect for the Indian Customs and Culture:
McDonald's worldwide is well known for the high degree of respect to the local culture. McDonald's has developed a menu especially for India with vegetarian selections to suit Indian tastes and culture. 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. Special care is taken to ensure that the vegetable products are prepared separately, using dedicated equipment and utensils. This separation of vegetarian and non-vegetarian food products is maintained throughout the various stages of procurement, cooking and serving. So much so that the mayonnaise and the soft serve are also 100% vegetarian. Also in India, only vegetable oil is used as a cooking medium.

An Employer of Opportunity:
McDonald's India is an employer of opportunity, providing quality employment and long-term careers to the Indian people. The average McDonald's restaurant employs 60-80 people from crew to restaurant manager. McDonald's world class-training inputs to its employees can be seen in the present close to 4000 employees currently in India.

Quality, Service, Cleanliness & Value
The USP of McDonald's is Quality, Service, Cleanliness & Value for money which means we focus on providing our customers high quality products, served quickly with a smile, in a clean and pleasant environment at an affordable price. The McDonald's philosophy of QSC&V is the guiding force behind its service to the customers. McDonald's menu is priced at a value that the largest segment of the Indian consumers can afford. McDonald's does not sacrifice quality for value – rather McDonald's leverages economies to minimise costs while maximizing value to customers.

Community Partnership
McDonald's believes in giving back to the community it serves. Wherever McDonald's goes, it becomes a part of the community it operates in and contributes towards the development of the locality. For example, McDonald's has introduced the concept of 'Litter Patrols' – McDonald's employees go around the market every day, picking up garbage left behind not only by customers from McDonald's restaurants but also by other visitors in the area. The result is a cleaner neighbourhood.