



Press Release

Drive through McDonald's Golden Arches now in Vapi

Opens the second drive thru restaurant in Gujarat

23rd October 2009, Vapi: *McDonald's, the world's leading food service retailer, has announced the opening of its first restaurant in Vapi, Gujarat. Starting tomorrow, McDonald's fans can walk through the golden arches of the McDonald's restaurant located at Empress Mall, Vapi and indulge in their favourite Burgers, French Fries, Wraps and more.*

The new McDonald's restaurant is the second drive thru outlet in Gujarat and is spread over an extensive area of 3600 sq feet with a total seating capacity of 126 people. It represents the next generation of McDonald's restaurants in India, providing customers with an entirely new and exciting dining experience. The drive thru section has been specifically designed to ensure the same quality of service and experience to drive thru customers as to those patrons visiting the restaurant. The unique drive thru format has been designed to reach out to customers seeking for a quick, wholesome meal on the move.

Speaking on the occasion, Mr. Amit Jatia, Managing Director Hardcastle Restaurants Pvt. Ltd. & JV Partner McDonald's India said, "Today customer convenience and service are becoming highly critical factors in driving growth in any industry and key impetus is on product & service innovation and customer orientation. Eating out has become popular in Gujarat and we see lot of potential in this rapidly evolving market. We are very excited to be a part of this bustling city. We are pleased to set up the golden arches over the State's second drive thru restaurant, as it will give our customers an option to enjoy the McDonald's products even while on the move."

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. Keeping in line with this McDonald's does not offer any beef and pork items in India. McDonald's has also re-engineered its operations to address the special requirements of a vegetarian menu. The cheese and cold sauces used in India are 100% vegetarian. Vegetable products are prepared separately, using dedicated equipment and utensils. Also in India, only vegetable oil is used as a cooking medium. This separation of vegetarian and non-vegetarian food products is maintained throughout the various stages of procurement, cooking and serving.

About 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 over 10 years of leadership in food service retailing in India, McDonald's today has a network of 180 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. McDonald's India, today, caters to 2.7 lakh customers every single day.

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 'CNC Awaz 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.

For Further information, please contact:

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