



Happy Meal with Transformers toys set to surprise kids at McDonald's this January

Cars that change into robots and cute Little Pet Shop toys kick off the New Year

January 2010: This January kids will have lots of fun as McDonald's has come up with two toys one which is based on a popular movie and cartoon series *Transformers* and the other one is cute little Pet Shop toys for girls. Starting 13th January 2010 children can take home these wonderful toys along with every Happy Meal. The Happy Meal offers are now also available with Chicken McNuggets as well as the hot favorite burgers. The McDonald's Happy Meal is available from Rs 69 onwards and the McDonald's Chicken McNuggets Happy Meal is priced at Rs 99 only.

Transformers toys, a hot favourite amongst boys, feature cars, trucks and helicopters that change into robots. Transformer toys available with the McDonald's Happy Meal include cars such as Autobot Ratchet and Bumblebee, helicopter named Megatron and a truck named Optimus Prime. Even girls have their share of excitement through Little Pet Shop toys having a range of some cute pets including Chimpanzee, French Bulldog, Persian Kitty and Swan.

Commenting on the promotion, Arvind Singhal, Director Marketing, McDonald's India (West & South) said, "Transformers has been a huge hit due to the special effects showcased in the movie. To possess a replica of the same off screen along with the character features in the form of a toy would be quite an amazing experience for children, especially boys. Not to be left out girls too can make the cute toys from Little Pet Shop their own and have a fun time at McDonald's this January."

The toys will be available along with Happy Meals at all McDonald's outlets across India for a period of 45 days starting 13th January, 2010.

Brief Background on McDonald's:

McDonald's is the world's leading food service retailer with more than 31,000 restaurants in 118 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 over 170 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.

For further requirements kindly contact:

Mansi Shah

Torque Communications Pvt. Ltd

Mobile: 9870631556

Landline: 022-65063781

Email: mansi@torquemail.com