



## Now McDonald's just a click away

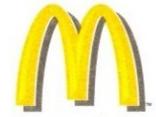
McDonald's patrons can place an order thru McDonald's website

**Mumbai, 9<sup>th</sup> March, 2010:** Click Click...Yes that's what the patrons of golden arches will do now on. Aiming at providing convenience, McDonald's announces the commencement of the web ordering service across India. Now onwards the customer can just visit the website and order their favorite burgers, fries on the net itself. They just need to log on to <http://www.mcdelivery.co.in>

Customer convenience and service are highly critical factors in driving growth in any industry and key impetus is on product and service innovation and customer orientation. McDonald's has taken this thought very seriously and have offered various touch points for customers to reach. Currently McDonald's is the single brand in the QSR space to have an umbrella of touch points - from petrol pumps to kiosk to drive thru to home delivery etc. Adding to the portfolio is the latest entrant – web ordering.

Commenting on the new initiative, Abhijit Upadhye, Director - National Supply Chain and New Formats, McDonald's India said, "At McDonald's we have tried and made every possible attempt to offer convenience of location to our customers and make their favorite meal available to them when and where they need. We had undertaken a pilot study in the city of Hyderabad and received tremendous response. With this new initiative launched across India now, we will undoubtedly be well received by the young net savvy consumer base and hope to achieve additional sales of 5% through web ordering alone"

<http://www.mcdelivery.co.in> is an interactive site giving option of searching the restaurants in city, also the user can upload his / her profile, FAQ's pertaining to this service is also available for the customers. To tackle prank orders there is a double check on the order provided



whereby orders above Rs.1000 require cross checking of calling up the customer on the number provided and confirming the order, address and special instructions, if any.

There is no minimum order cap .The customer will be able to order all the menu options from the website and the delivery will be done in defined areas of radius of only 7 minutes at peak traffic from the nearest restaurant. This is done so as to maintain the quality of food. There will be Rs 20/- Delivery Charge applied to every order

### **About McDonald's India:**

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 190 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.

### **For further details contact:**

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