



Press Release

Now enjoy McDonald's at NH 58

~Opens 110th restaurant at Khatauli~

Khatauli, August 26, 2011

Highway travel is not what it used to be. From carrying home cooked food packed for the journey due to lack of proper eating places, travellers now opt to drive-stop-eat-drive their way to their destination.

Keeping up with the evolving needs of the customers, McDonald's, the largest quick service chain, has opened its **110th outlet** on the **Delhi-Haridwar Highway, Khatauli** in Uttar Pradesh. The **first drive in restaurant for the town** caters to the highway travellers and people from the neighbouring areas who want to enjoy safe, hygienic food that comes at a good value.

The new restaurant is designed with the state-of-the-art technology **MFY (Made for You)** kitchen. MFY is a unique concept where the food is prepared as the customer places his order, yet served very quickly. McDonald's has accentuated its commitment of food safety and hygiene with this innovative food preparation platform.

- **Size** – 3,500 sq. ft
- **Seating Capacity** – 180 people
- **Hot Selling products** - Burgers, Fries, Cold Coffee, Iced Tea, etc

Speaking on the occasion, Vikram Bakshi, Managing Director, McDonald's India (North & East) said, "*McDonalds has always evolved with the growing customer needs. Socio-economic and cultural changes in the last couple of years with a growing rate of car ownership, better road connectivity and presence of QSR brands on the highway has changed the way people travel. We found a significant gap in catering to the segment of customers which lacks the option of a safe and hygienic eating place while travelling.*

McDonald's outlets on highways have become the preferred halt destination for most travellers. The response from such outlets is overwhelming especially during the holiday seasons when families or groups go for outings and stop at fuel stations for fuel, rest and of course refreshments."

The new outlet will serve McDonald's regular scrumptious menu (burgers, fries, drinks, desserts etc.) with outstanding service for which McDonald's is known globally.

For early morning travellers, the restaurant will soon offer its world recognized **breakfast menu**. Customers can enjoy a delectable and elaborate worldwide known breakfast menu (operating from 7.00am – 11.00am) of McMuffins, Hot cakes, Hash browns and Extra Value Meals.

About McDonald's India: McDonald's™ is the world's leading food service retailer, with more than 30,000 restaurants serving over 50 million customers each day in more than 119 countries. In India, over 2.5 lakh customers visit McDonald's™ family restaurants spread across India every day.

McDonald's has 230 restaurants in India of which 110 are in North & East India and 120 in West & South India.

McDonald's India (North & East India) has 109 stores: with 40 in **Delhi**, 15 in **Haryana**- Faridabad (3), Manesar (2) (Highway and Drive - Thru), Gurgaon (7), Karnal (1) (Highway and Drive - Thru), Panipat (1), Ambala (1), 6 in **Rajasthan** - Jaipur (3), Jodhpur (1), Kota (1), Udaipur (1), 1 in **Uttaranchal** - Dehradun (1), 29 in **Uttar Pradesh** – Noida (5), Greater Noida [1], Ghaziabad (7), Mathura (1) (Highway and Drive Thru), Kanpur (2), Meerut (2), Lucknow (5), Agra (1), Allahabad (1), Varanasi (2), Gajraula (1) (Highway and Drive - Thru), Khatauli (1) (Highway and Drive - Thru), 13 in **Punjab** - Chandigarh (2), Ludhiana (2), Doraha (1) (Highway and Drive - Thru), Jalandhar (2), Patarsi (1) (Highway and Drive - Thru) Dasuya (1) (High and Drive-Thru), Amritsar (1), Patiala (1), Zirakpur (2), 3 in **West Bengal** – Kolkata (3), 1 in **Himachal Pradesh**- Jabli [1] and 2 in **Madhya Pradesh**- Gwalior [1], Bhopal (1)

McDonald's currently serves Breakfast across 23 restaurants: in **Delhi** - Janpath, Basant Lok, ISBT, South Extension part I, Punjabi Bagh, Rajouri Garden, New Friends Colony, Nehru Place, V3S, **Haryana** - Manesar (2), Unitech Gurgaon, MGF Mall, Sector 29, **Rajasthan** – Jaipur Crystal Palm, **Punjab** - Chandigarh - Sector 35, Dasuya, Zirakpur, **Uttar Pradesh** - Gajraula, Noida Sector 18, Noida sector 16

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