



Press Release

McDonald's at Zirakpur now accessible to consumers 24x7

...Launches its second restaurant in the township, on the highway....

Zirakpur, June 26, 2011

Food lovers can now cease hunting for eating destinations that run 24 hours and land at McDonald's outlet anytime to satiate their hunger. **The chain has expanded its offerings by introducing breakfast and going 24x7 in its newly launched drive thru restaurant, First Avenue Boulevard in ZIRAKPUR.**

The 4500 sq.ft restaurant is strategically located on the key highway of Punjab that connects Delhi to the main cities of Ambala, Chandigarh, Panchkula and Zirakpur stretch of national highway 22. The new offering is an ally to the changing consumer's lifestyle and eating patterns as well as the way people travel.

The elaborate McDonald's world known breakfast menu includes McMuffins, hot cakes, hash browns and EVM's at prices starting from Rs. 20 only (exclusive of taxes). Customers can also enjoy the regular menu of burgers, fries, wraps, an assortment of sundaes, soft serve and refreshing beverages such as ice tea & cold coffee, at prices starting from Rs 10 (exclusive of taxes). However, the extended hours offer limited menu only.

Speaking on the occasion, Kailash Agarwal, Director Operations Development & New Business Channels, McDonald's India (North and East) said, *"McDonalds has always evolved with the growing customer needs...and been relevant all times. We found a significant gap in catering to this segment which lacks a specific or fixed eating style as well look for safe and hygienic food at affordable price..."*

Breakfast is the most important part of meal of the day...which has presented a significant opportunity to us. We have created compelling and relevant reasons for the customers to see that we are part of their lives with models that drive convenience (McDelivery) and create unique differentiation (Drive thru, Breakfast Menu and extended hours)."

This outlet is at a perfect location on a national highway(NH1). We believe this is another step to fulfill our commitment to provide exciting and remarkable dining experience to our customers who now opt for quality food served in hygienic environment."

New convenient platforms have been one of biggest success in the McDonald's system across the world and have significantly contributed to the growth in sales.

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 228 restaurants in India of which 108 are in North & East India and 120 in West & South India.

McDonald's India (North & East India) has 108 stores: with 40 in Delhi, 14 in Haryana- Faridabad (3), Manesar (2) (Highway and Drive - Thru), Gurgaon (6), 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), 28 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), 12 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)

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