



Press Release

McDonald's opens its second restaurant in Jalandhar

Jalandhar, July 21, 2011

McDonald's, the world's most recognized food brand has reached another milestone in Punjab by launching its second restaurant in Jalandhar. It is a standalone restaurant located at one of best known retail and commercial destination in the city... 'The Axis', sited in the heart of Jalandhar City on the most prime crossing known as BMC Chowk on the main G.T. Road.

The outlet will provide '**Dine-in & Takeaway**' to all food lovers in the surrounding area.

Designed with the state-of-the-art technology driven **MFY (Made for You)** kitchen, the restaurant is spread across 4000 square feet with a seating capacity for 150 people. MFY is a unique concept where the food is prepared as the customer places his order, yet served very quickly. McDonald's has accentuated it's commitment of food safety and hygiene with this innovative food preparation platform.

This new outlet at Jalandhar will serve McDonald's regular scrumptious menu with outstanding service in a vibrant and lively ambience, for which McDonald's is known globally. For the McLovers to enjoy; the newly opened restaurant also offers an elaborate worldwide known **breakfast menu** of McMuffins, hot cakes, hash browns and EVM's.

Customers at the restaurant can also enjoy the wide range 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)**.

Speaking on the occasion, Vikram Bakshi, Managing Director, McDonald's India (North & East) said, "Jalandhar has been the most important market for us in Punjab. Our flagship restaurant situated on Jalandhar – Ludhiana highway has been a record breaker in our system. This gave us the confidence to open a second restaurant, which is positioned at the most accessible retail destination in the city.

Moreover, Jalandhar is growing as a city, and the food and beverage retail in the city has seen phenomenal growth in the recent times. The city holds immense promise for us in Punjab as this region is experiencing rapid economic growth. We are committed to expand our presence in Punjab and bring remarkable dining experience to our customers".

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), 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)

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