



Press Release

## McDonald's to foray into Ajmer with its first restaurant

**Ajmer, October 12, 2011:** Rajasthan will be lovin' it!

McDonald's is all set to expand its presence by introducing the new drive thru restaurant in the holy city of Ajmer, a major tourist destination in the state very soon.

The restaurant will strategically be located at the main entrance of the Ansal Courtyard mall, facing the Kishangarh- Ajmer Expressway and will be a significant site for the tourists visiting Pushkar & Dargah Sharif. Additionally, there will be a dedicated **drive-thru** section that will have an entry and exit point on the main expressway itself.

Spread across **4257** square feet with a seating capacity for around 160 people, the flagship restaurant is being designed with the new state-of-the-art technology driven **MFY (Made for You)** food preparation platform. **MFY** is a unique concept where the food is prepared as the customer places its order yet served very quickly. McDonald's has further accentuated its commitment to food safety and hygiene with this innovative food preparation platform. The kitchen will have separate sections for cooking vegetarian and non-vegetarian food a system that the company follows across all its 236 restaurants in the country.

The brand holds strong presence in Rajasthan with its restaurants in Jaipur, Jodhpur, Udaipur and Kota, and with this soon to be open restaurant in Ajmer, McDonald's will continue to strengthen its footprint in the potential state.

The menu will boast of an amazing variety 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). 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) will also be launched shortly at the new restaurant.

**Anticipating the restaurant launch, Vikram Bakshi, Managing Director, 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 looks for safe and hygienic food at affordable price while travelling..."*

*"We have been steadily growing our presence on the highways...internally; we recognize it as one of the top five strategic priorities. Our growth plan is pretty straight forward...open new stores at relevant locations where our customers want us to be. In this context, highways are a huge opportunities for us."*

McDonald's has several high way restaurants in places like Karnal, Patarasi, Doroha, Jalandhar, Dasuya, Gajraula, Khatauli and Manesar that significantly contribute to the business profitability. The market is huge and McDonald's looks to leverage it aggressively.



**McDonald's has 236 restaurants in India of which 111 are in North & East India and 125 in West & South India.**

**McDonald's India (North & East India) has 110 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), 7 in **Rajasthan** - Jaipur (3), Jodhpur (1), Kota (1), Udaipur (1), Ajmer (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), Khatauli (1), 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 26 restaurants:** in **Delhi** - Janpath, B-24, 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, Jalandhar axis **Uttar Pradesh** - Gajraula, Noida Sector 18, Noida sector 16, Khatauli

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