



Press Release

Gear Up! It's time to enjoy the McFlurry Cup

--McDonald's launches its premium dessert range in Oreo and Chocolate Crunch flavour --

New Delhi, October 05, 2011

India is lovin' McDonald's desserts, swirling its sweet success with McSwirls and Soft Serves, the brand presents another reason for its patrons to celebrate this festive season with newly launched **McFlurry**, a premium dessert range.

With the addition of McFlurry range to its existing dessert menu, McDonald's is all set to become the preferred dessert destination and strengthen the fun indulgence category. The newest addition to the range reflects the brand's dedication to bring in consumers the highest quality products and increase in customer touch points

McFlurry is a vanilla ice cream dessert that has pieces of candy or cookies mixed into it. It is available in two lip smacking flavours of **Oreo and Chocolate Crunch**. **McFlurry Oreo** is a smooth and creamy vanilla soft serve that blends with classic Oreo cookies in this delicious and affordable indulgence. A sweet treat, **McFlurry Chocolate Crunch** is perfect as a soft serve blended with chocolate malted crunch pieces.

Further enhancing customer experience with this launch and create real moments, McDonald's brings Sci fi to masses -- introduces a complete new world of audio-visual excitement for consumers with Augmented Reality technology that creates compelling experience, through the use of smart phones, 3G networks and web. consumers can get live experiences of tempting McFlurries – offering a complete i'm lovin' it experience

The entire marketing campaign revolves around creating simple, easy, enjoyment '**McFlurry moments**' for the patrons. The launch is also supported via a mix of TVC, print, outdoors and in-store collaterals.

Speaking on the introduction of this new product to Indian customers, Vikram Bakshi, Managing Director, McDonald's India (North & East) said, *"We are delighted to introduce McDonald's global iconic McFlurry range which drives significant sales in our restaurants globally as it draws customers to enjoy a treat and involve with our brand. With this new launch we continue to strengthen the McDonald's line of dessert range.*

The launch completes our existing three tiered dessert menu (Value, Core and premium). We are confident that the new premium McFlurry range with special toppings and flavors would be a fun and enjoyment for our consumers"

The **McFlurry** range will be available across India and is priced at Rs. 69/- (exclusive of taxes). The range is set to delight customers with the experience of a rich dessert comprised of soft serve, blended with flavors of Oreo cookie and Rich chocolate.

McDonald's has 235 restaurants in India of which 110 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), 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), 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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