



Press Release

“Hum Dono Hai Alag – Alag”

An initiative by McDonald's to highlight segregation of Veg and Non Veg processes

Gujarat, August 2009: McDonald's India has introduced a new awareness initiative titled “Hum Dono Hai Alag–Alag” in an attempt to highlight the clear segregation between Vegetarian & Non Vegetarian products, production lines and process across its restaurants. Conceptualised as an awareness and educative campaign the ‘Hum Dono Hai Alag Alag’ initiative seeks to highlight McDonald's well structured processes that have been designed to ensure the needs of customers are catered to efficiently. This initiative by McDonald's is in line with its respect for the culture of the people of Gujarat, where a significant population of customers are vegetarian.

Under the newly launched program, McDonald's will organise kitchen tours for customers across Gujarat, giving them a first-hand view of the segregation process followed at McDonald's. This unique program will present customers with an opportunity to witness the stringent guidelines and processes that McDonald's has developed in order to ensure a 100% vegetarian meal for its customers in the state. The ‘Hum Dono Hai Alag Alag’ campaign will also feature a host of other customer engagement modules including run an awareness campaign through contests, customer programmes, a commercial and direct mailer campaign.

McDonald's has engineered its operations in India to address the special requirements of a vegetarian menu. The cheese, mayonnaise, cold sauces and soft serves used in India are 100% vegetarian and only vegetable oil is used as a cooking medium. All vegetable products are prepared separately, using dedicated equipment and utensils only and vegetable products are kept separate throughout the various stages of procurement, cooking and serving. Additionally, India is the first country in the world where McDonald's does not offer any beef or pork items, highlighting the company's respect for local culture.

Commenting on the campaign Mr. Amit Jatia, Managing Director, McDonald's India (West & South), said “McDonald's takes into consideration the cultural sensitivities of every market it operates in. McDonald's understands the needs of the Indian customer and has tailored its operations to meet the requirements. To address the special requirements of a vegetarian menu a range of Indianise vegetarian products have been introduced in India over the years. The ‘Hum Dono Hai Alag Alag’ initiative is an attempt to educate the discerning customer in Gujarat and highlight the stringent processes that we have put in place at all our



restaurants, to ensure they have a memorable and delicious meal experience at their favourite neighbourhood McDonald's restaurant".

McDonald's has blended various Indian spices to prepare an extensive vegetarian menu, including the McVeggie™ Burger, Paneer Salsa Wrap™ McAloo Tikki Burger and Pizza McPuff. McDonald's operates through 8 restaurants in Gujarat with presence in Ahmedabad, Baroda and Surat.

Brief Background on McDonald's:

McDonald's is the world's leading food service retailer with more than 31,000 restaurants in 119 countries serving 50 million customers each day.

Celebrating 13 years of leadership in food service retailing in India, McDonald's today has a network of over 160 restaurants across the country, with its first restaurant launch way back in 1996. Prior to its launch, the company invested four years to develop its unique cold chain, which has brought about a veritable revolution in food handling, immensely benefiting the farmers at one end and enabling customers to get the highest quality food products, absolutely fresh and at a great value.

McDonald's has retained the No. 1 position for 3rd consecutive year in the latest 'Business World Most Respected Companies of India', survey in the food retailing industry. The company was also awarded the 'CNBC Awaaz Consumer Award' in the 'Most Preferred Fast Food Company' category. The company has also been honored with the Images Retail Award in the 'Catering Services Category' for the current year.

A leading food service retailer in India McDonald's serves 12 -13 million customers every year across India.

For Further Information, Please Contact: