



WESTLIFE FOODWORLD LTD.

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4th June, 2026

To
The BSE Ltd ('the BSE')
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

To
The National Stock Exchange of India Ltd
(('the NSE'))
Exchange Plaza
Bandra Kurla Complex, Bandra (East)
Mumbai - 400051

Sub : Press Release - McDonald's India (W&S) unveils a new brand campaign - 'Let's Family at McD' to mark 30 years of being woven into everyday Indian life

**Re : Westlife Foodworld Limited (the Company) :
Scrip Code - 505533 (BSE) and WESTLIFE (NSE)**

Dear Sir,

In compliance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the Press Release for McDonald's India (W&S) unveils a new brand campaign - 'Let's Family at McD' to mark 30 years of being woven into everyday Indian life.

Requesting you to kindly take the same on record. The same would be available on the Company's website on www.westlife.co.in

Yours faithfully,

For Westlife Foodworld Ltd.

Dr Shatadru Sengupta
Company Secretary

Encl : as above



McDonald's India (W&S) unveils a new brand campaign - 'Let's Family at McD' to mark 30 years of being woven into everyday Indian life

Mumbai, 4th June 2026: Westlife Foodworld, which owns and operates McDonald's India restaurants across West and South India, has unveiled an all-new brand campaign - 'Let's Family at McD', anchored in a vibrant brand anthem, written by **renowned writer and lyricist Prasoon Joshi**.

As McDonald's India (W&S) gears up to **celebrate 30 years in the country this year**, the campaign is a tribute to the countless moments the brand has been part of. Over the years, one truth has remained constant: at McDonald's, it's never just about the occasion, it's about the feeling of being together.

Conceptualised by McCann India 4, this campaign celebrates a universal emotion, one that has connected millions who have grown up with McDonald's, while welcoming a new generation to experience that same warmth and create their own memories. It redefines "family" by moving beyond traditional boundaries to embrace the relationships that shape modern India, from friends and colleagues to communities and chosen circles; anyone who feels like family!

The anthem, written by Prasoon Joshi, Chairman, Omnicom Advertising India, brings this idea to life through a **playful, culturally rooted lens**. Drawing from familiar, everyday interactions, it captures the many ways India comes together at McDonald's, **turning simple occasions into something more meaningful**.

Warmth, familiarity, and ease define the campaign, positioning McDonald's not just as a destination for planned outings, but as an everyday social space where people can connect freely and without formality.

Watch the video here: [YouTube Link](#)

From the first **Truly Indian McAloo Tikki** shared after school, to late-night drives ending at the drive-thru; from post-exam celebrations and first dates to birthday parties and office lunch runs, the campaign is built on a rich tapestry of real, lived experiences.

Speaking on the launch, **Akshay Jatia, CEO, Westlife Foodworld** said, *"For 30 years, McDonald's India (W&S) has grown alongside the country, becoming part of everyday moments, big and small. What makes these moments special isn't the occasion, but the feeling of comfort, connection, and togetherness they bring. With 'Let's Family at McD', we are celebrating a more inclusive definition of family, one that reflects how India comes together today. As we look ahead, we remain committed to being a place where everyone feels they belong, and where many more memories will continue to be made."*

The campaign will roll out across digital platforms and in-store experiences, supported by a strong digital-first amplification strategy.

Prasoon Joshi, Chairman, Omnicom Advertising India said, *"The idea of family for us Indians has a very nuanced meaning. It's beyond a narrow definition, including people who stand by us, laugh with us, wait for us, who don't just tolerate us but accept us the way we are and make ordinary moments memorable. Over the past three decades, McDonald's has quietly become one of those places where*



such bonds come alive naturally. Through this understanding, we wanted to celebrate the many ways people come together today and the simple joy of finding family in those who matter to us.”

Rahul Mathew, Chief Creative Officer, McCann India added, *“McDonald’s has always been a space for families. But today families are more than just biological units. People who play a role in our lives or we share a passion with are all families. We wanted to celebrate all these families in the lives of our customers and invite them all to family at McDonald’s.”*

As McDonald’s India approaches three decades in the country, **‘Let’s Family at McD’** sets the tone for the brand’s next chapter, building on its legacy of moments while staying deeply relevant to how India lives, connects, and comes together today.

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About Westlife Foodworld:

Westlife Foodworld Limited (NSE: WESTLIFE, BSE: 505533), formerly known as Westlife Development Ltd (WDL), focuses on setting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL). The Company operates a chain of McDonald’s restaurants in West and South India having a master franchisee relationship with McDonald’s Corporation USA, through the latter’s subsidiary.

About Hardcastle Restaurants Pvt. Ltd.:

HRPL is a McDonald’s franchisee with rights to own and operate McDonald’s restaurants in India’s West and South markets. HRPL has been a franchisee in the region since its inception in 1996. HRPL serves over 200 million customers, annually, at over 478 McDonald’s restaurants across 78 cities in the states of Telangana, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala, Chhattisgarh, Andhra Pradesh, Goa along with parts of Madhya Pradesh and Union Territory of Puducherry and provides direct employment to over 12,000 employees. McDonald’s operates through various formats and brand extensions including standalone restaurants, drive-thrus, McCafé, 24x7, McDelivery, McBreakfast and dessert kiosks. The menu features Burgers, Wraps, Hot and Cold Beverages besides a wide range of desserts. Majority of the McDonald’s restaurants feature an in-house McCafé. The pillars of the McDonald’s system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants that HRPL operates.