

# McDonald's India franchisee to open 30 stores in 2011

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MUMBAI (Reuters) February 16, 2011 – McDonald's Corp's plans to set up 30 new restaurants in the southern and western parts of India this year, as part of the restaurant chain's expansion plans in Asia's third-largest economy.

Speaking to Reuters in an interview, the company's Vice Chairman for India Amit Jatia said the restaurant would invest \$111 million in India over the next three to four years.

Global retail and restaurant chains have been looking to aggressively expand in India, where more than 60 percent of the population, or 700 million people, are under the age of 30 and make a prime target for fast-food chains.

McDonald's, like other fast-food chains, has adapted its menu to suit palates and dietary habits in a country where a significant portion of the population is vegetarian.

On an entirely beef-free menu, the Indian version of the Big Mac, called the "Maharaja Mac," uses chicken instead.

The chain also offers wraps stuffed with paneer -- the Indian version of cottage cheese, a "McVeggie" burger and a "McAloo Tikki" burger, which uses potato patties.

McDonald's, which competes with other U.S. rivals such as Yum Brands and Dominos Pizza in India, opened 33 new restaurants in the country in 2010.

McDonald's will have 250 restaurants in three to four years in the two regions, up from 106 now, Jatia said, as it looks to tap growth in a country where the fast food industry is growing at about three times the rate of the overall economy.

In November, Yum Brands, which owns the KFC, Pizza Hut and Taco Bell chains, said it expected to grow revenue in India by 35 to 40 percent in 2011 as it expanded into smaller cities.

**How might the expansion of fast food into India be a benefit to people there?**

**How might the expansion of fast food into India be a cost to people there?**

**Overall, do you think more fast food restaurants in India will do more to help or harm the people of India?**

**Answer in a thesis statement (position + road map).**