

# McDonald's India operator doubles quarterly profit as budget menu draws more diners

By Reuters

May 14, 2025 4:13 PM GMT+5:30 Updated May 14, 2025

May 14 (Reuters) - Westlife Foodworld ([WEST.NS](#))

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, the operator of McDonald's ([MCD.N](#))

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in parts of India, on Wednesday doubled its fourth-quarter profit, helped by cheaper menu items and new restaurant openings.

The restaurant operator's consolidated profit after tax rose to 15.2 million rupees (\$178,163.28) for the quarter ended March 31, from 7.6 million rupees a year ago.

Indian operators of U.S. chains such as KFC ([YUM.N](#))

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and Burger King ([QSR.TO](#))

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have launched cheaper items, including a \$1 pizza and burger, to compete with local rivals as consumers grapple with high costs of living.

During the quarter, Westlife ramped up advertising for its breakfast options and coffee, which start at a little more than \$1. This helped the franchisee report a 7.26% increase in revenue from operations to 6.03 billion rupees

However, the results are in contrast to Pizza Hut franchisee Sapphire Foods ([SAPI.NS](#))

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. Last week, Sapphire said [Pizza Hut's recovery in India](#) would take longer, after reporting quarterly revenue slightly below estimates.

Westlife's same-store sales rose 0.7% year-on-year, while it opened 18 new restaurants during the quarter, taking its overall count to 438.

The company, which operates more than 400 McDonald's restaurants in western and southern India, faces stiff competition from India's Biggies Burger and Jumboking as well as independent restaurants.

The aggressive expansion, coupled with higher raw material and labour costs, crimped margins. Core profit margin dropped by 50 basis points year-on-year to 13.2%.

Westlife, however, said it expects more people to dine in restaurants as inflation continues to ease. In-store dining makes up more than half of Westlife's revenue with takeaway and online sales making up the rest.

Westlife's shares were up 0.2% after the results.

(\$1 = 85.3150 Indian rupees)

# McDonald's India operator Westlife misses Q2 profit view as consumers cut back

By Reuters

October 24, 2024 3:43 PM GMT+5:30 Updated October 24, 2024

Analysts, on average, had expected 48.9 million rupees, according to data compiled by LSEG.

Westlife's shares fell as much as 5% after the results.

Quarterly same-store sales declined 6.5%, owing to subdued in-store business, which makes up more than half of its sales.

Global fast-food chains are struggling to attract consumers in India, a highly price-sensitive market, where customers have been cutting back on discretionary spending due to [rising prices of essentials](#), including food.

Westlife, too, has focused more on cheaper meals and menu items, including the launch of a 'Chicken Surprise' burger at less than \$1.

However, overall revenue stayed nearly flat, edging up 0.5% to 6.18 billion rupees due to the addition of several new stores. It had reported a revenue growth of 7.4% in the corresponding quarter a year earlier.

Westlife kicks off earnings in the sector, which includes Domino's operator Jubilant Foodworks ([JUBI.NS](#))

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, KFC franchisees Devyani International ([DEVY.NS](#))

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and Sapphire Foods ([SAPI.NS](#))

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, and Burger King operator Restaurant Brands Asia ([RESR.NS](#))

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(\$1 = 84.0490 Indian rupees)

# McDonald's India operator falls significantly short of profit estimates as competition, costs bite

By Reuters

July 23, 2025 7:41 PM GMT+5:30 Updated July 23, 2025

July 23 (Reuters) - Westlife Foodworld ([WEST.NS](#))

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, a McDonald's ([MCD.N](#))

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franchisee in India, missed quarterly profit estimates by a wide margin on Wednesday, as restaurant chains faced higher costs and stiff competition from local cafes and online kitchens.

Global fast-food giants, which once drove India's burger and pizza boom, have struggled to boost sales over the past two years due to weak wage growth limiting urban spending and nimble local competitors gaining ground.

Westlife posted a 62% plunge in profit after tax to 12.3 million rupees (\$142,303) for the first quarter ended June 30, missing estimates of 50.8 million rupees, according to data compiled by LSEG.

Rising ingredient and labour costs also weighed, as Westlife's expenses climbed 7% during the quarter.

McDonald's promoted K-pop-inspired burgers starting at 69 rupees (80 U.S. cents) to lure diners, helping Westlife post a 0.5% rise in same-store sales, although this was the slowest growth in the past three quarters.

However, Westlife expects better quarters ahead as the franchisee is "observing positive signals in the market".

"Westlife anticipates a gradual improvement in dining-out trends as inflation moderates," Chairperson Amit Jatia said in a statement.

With retail inflation in India cooling to a six-year low in June and expected to ease further in July, corporate India hopes consumer sentiment will improve. However, many analysts have warned that the sharp disinflation may also be [a sign of weakening demand](#).

Earlier in the day, Sapphire Foods India ([SAPI.NS](#))

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, a KFC and Pizza Hut franchisee, [reported a swing](#) to a loss.

(\$1 = 86.4350 Indian rupees)

## McDonald's India operator to launch 20-minute delivery to boost sales

By Komal Salecha

November 3, 2025 7:25 PM GMT+5:30 Updated November 3, 2025

Nov 3 (Reuters) - Westlife Foodworld ([WEST.NS](#))

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, which operates fast-food chain McDonald's ([\(MCD.N\)](#)

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in west and south India, said on Monday it would launch a 20-minute food delivery model through its app to boost same-store sales by 3%-5% in the next two years.

The move is aimed at strengthening its delivery business and reducing reliance on "unpredictable" third-party performance, CEO Akshay Jatia said on a post-earnings call, without disclosing details.

McDonald's has its 'McDelivery' app and is also on platforms such as Swiggy ([\(SWIG.NS\)](#)

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and Zomato ([\(ETEA.NS\)](#)

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Delivery accounts for about 40% of Westlife Foodworld's total sales. The 20-minute model has undergone a pilot launch with strong results, Jatia said.

The company expects delivery sales through its own app to double in the next two years, adding 3%-5% to same-store sales growth, he added.

Westlife Foodworld also expects to generate about 400-500 million rupees (\$4.55 million-\$5.69 million) in cash flow over the next year from new initiatives.

Fast-food chains have been grappling with falling demand in India over the last two years amid rising living costs, especially in urban centers. Competition from local eateries has also risen in metro cities where Westlife has its largest presence.

Rival Jubilant Foodworks ([\(JUBI.NS\)](#)

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, which operates Domino's stores in India, is the only fast-food chain [bucking the trend](#) with lower pricing and a 30-minute delivery model.

Westlife reported an adjusted loss for the second quarter, also hurt by soaring expenses.

The company posted a consolidated loss before exceptional items and tax of 158.5 million rupees for the quarter ended September 30. It reported a profit of 7.1 million rupees for the year-ago quarter.

Westlife's same-store sales, which measure revenue from stores in operation for the last one year, fell 2.8% in the quarter. Rising ingredient and labour costs also weighed on margins, with expenses climbing 7%.

However, it recorded a one-time gain of 581.7 million rupees from selling a store property. Revenue rose 3.8% to 6.42 billion rupees.

Peer Sapphire Foods , which operates KFC and Pizza Hut restaurants in India, also [posted](#) a bigger quarterly loss.

(\$1 = 87.8950 Indian rupees)

## In protein-deficient India, McDonald's, Bollywood and cricket fuel wellness craze

By Dhwani Pandya and Praveen Paramasivam

August 26, 2025 7:42 AM GMT+5:30 Updated August 26, 2025

MUMBAI/CHENNAI, Aug 26 (Reuters) - At McDonald's outlets in South India, a 30-cent burger topping has been selling out fast. It's not extra cheese or a fancy salsa dip, but a vegetarian protein slice developed with Indian government food scientists -- the brand's first such offering globally.

McDonald's ([MCD.N](#))

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has joined India's biggest dairy Amul, a slew of startups and a company backed by Bollywood superstar Ranveer Singh to unleash a marketing blitz with celebrity chefs and cricketers promoting protein as a daily nutrition need for young and old, not just a gym fad.

Ordering kiosks at the Golden Arches do not mention calories but lure consumers by flashing the high protein in burgers, tapping into a sudden craze in a nation with the world's highest number of vegetarians and low meat consumption.

"The protein addition makes this easier to eat without much guilt," said 53-year-old Baiju C.T., as he added the five-gram protein slice to his \$3 Chicken Maharaja -- described as India's answer to McDonald's signature beef burger Big Mac.

The nutrition push is not only about \$50 whey powder packs. Protein has been infused into cottage cheese - a vegetarian favourite - as well as ice creams, water, chips and 60-cent tiny bottles of blueberry milkshakes. Indian flatbreads are next.

U.S. and other markets have seen similar protein booms, but in India it is being driven by the country's distinct cereal-heavy dietary profile. Nearly 30% of India's 1.4 billion people are vegetarian and the government estimates 73% of the population is protein-deficient.

Religious sensitivities mean beef is banned in most states, and while chicken is popular, it remains costly for many low-income households. Meat supplies in India stood at a

mere 6.6 kg (14 pounds) per person a year - among the lowest globally, compared with 123 kg in the United States, and 70.5 kg in China, U.N. data from 2022 showed.

In July, McDonald's sold 32,000 pieces of its soy- and pea-protein slice within 24 hours of launch. Most of its over 400 stores ran out of stock quickly and were replenished a month later, according to Westlife Foodworld ([WEST.NS](#))

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, its sole franchisee for south and west India.

The slice is "inspired by consumer insights showing growing interest in protein," Westlife CEO Akshay Jatia told Reuters.

## 'SAVE OUR POPULATION'

India's high-protein dairy market grew 9.4% over a year to touch \$1.5 billion in 2024.

This year, it's likely to grow by another 12%, Euromonitor estimates.

Google Trends data from India shows the terms "protein chips" and "protein bar" recorded their highest interest in five years in June and August, with the highest search interest from New Delhi, an urban hotspot.

Rural India is plagued by low protein consumption. A research survey published in February found 80% of 785 households in semi-arid tropics consumed less protein than needed, even though they had access to protein-rich foods.

Aashitosh Inamdar, a chief scientist at the government's Central Food Technological Research Institute, said it took them six months to refine McDonald's protein slice in their labs as earlier prototypes received from the brand were "too chewy" and "powdery" for Indian tastes.

## BOLLYWOOD AND CRICKET

Movie star Singh and co-founder Nikunj Biyani's startup, SuperYou, has sold more than 10 million protein wafers since November, with sales hitting a record monthly high in July.

Singh has 47 million Instagram followers and is promoting the brand himself. In one reel, he touted that SuperYou baked chips contain 10 grams of protein, while mocking regular "guilty potato" chips.

But they are pricey. SuperYou chips cost 100 rupees (\$1.14) per 100 grams, more than double Pepsi's ([PEP.O](#))

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popular Lay's potato chips.

SuperYou plans to launch biscuits and cereals and target smaller towns, said Biyani, who calls protein a "knight in shining armour."

Cricketers are also endorsing the protein craze.

In April, Amul sponsored several teams in the world's richest cricket league, the IPL, and used the partnership to make Instagram reels featuring dancing Indian and international cricketers to promote its protein offerings. Some reels generated millions of views.

The country's biggest milk and cheese producer is trying to expand the protein category by encashing on the three million litres of byproduct whey it ends up with each day, managing director Jayen Mehta said in an interview.

With its online-sales-focussed strategy, Amul is attempting to lure consumers with high-protein variants of its regular offerings, such as buttermilk, ice cream and flatbreads.

"It's a very huge market opportunity," Mehta said.

