

McDonald's Corp in Consumer Foodservice (India)

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Abstracts

The two companies (Connaught Plaza Restaurants Pvt and Hardcastle Restaurants Pvt Ltd) acting as region-specific franchisees for McDonald's in India are both likely to continue their efforts to expand their outlet networks for increased brand visibility. The franchises are also likely to invest in mass-marketing campaigns and vegetarian menu extensions as they continue to attempt to replicate the brand's global success in India.

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