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FortunePay partners with RBL Bank to offer Fortune Mobile at McDonald's restaurants

Fortune Mobile – a Mobile POS (MPOS) solution reduces queues substantially during peak periods and holidays

Mumbai, January 08, 2015: FortunePay, an innovative payment and commerce company has partnered with RBL Bank (also known as Ratnakar Bank) to deploy Fortune Mobile devices at McDonald's restaurants across west and south India.

Fortune Mobile - a one of a kind MPOS offering integrated with Android Tablets enables McDonald's staff to take orders from customers via Debit and Credit cards once seated on their tables or if orders are placed from home. This device will reduce queues during high traffic/peak hours and year-end holidays and improve efficiency and convenience.

Commenting on this deployment, **Mr. Ritesh Pai, Senior Vice President and Head – Direct Banking Channels at RBL Bank** said, "The purpose of this solution is to provide customers with choice as well as convenience. The addition of MPOS into our existing range of payment options signifies our focus on delivering mobility solutions, which are fast, professional and secured. Fortune Mobile is an innovative retail solution that both improves convenience for customers as well as increases productivity for retailers. We are excited to collaborate with Hardcastle Restaurants Pvt Ltd and FortunePay to bring this innovation to life."

Commenting on this alliance, **Mr. Suresh Lakshminarayanan, Senior Director – Finance & Accounts & IT, Hardcastle Restaurants Pvt. Ltd.** said, "As the leading burger brand, McDonald's is known for being innovative, and providing convenience to our customers is one of our key focus areas. With the changing trends, we want to evolve with our customers to cater to their needs while creating excitement and a desire to savour new exciting products that are of the highest quality. McDonald's is happy to associate with Fortune Mobile to increase the efficiency of our services and add convenience to our customers' dine-in experience."

About the Company:

Westlife Development Limited (BSE: 505533) the owner of Hardcastle Restaurants Private Limited (HRPL), the Master Franchisee for West & South India operations of McDonald's® restaurants focuses on putting up and operating Quick Service Restaurants (QSR) in India. HRPL serves approximately 175 million customers, annually, at its 192 (as of September 30, 2014) McDonald's® restaurants in 23 cities across the states of Andhra Pradesh, Gujarat, Karnataka, Maharashtra, Tamil Nadu, Kerala and parts of Madhya Pradesh, and provides direct employment to over 7,500 employees.

McDonald's® operates through various formats and brand extensions including standalone restaurants, drive-thrus, 24/7, McDelivery, Web and Mobile ordering, Breakfast and dessert Kiosks. The menu features Burgers, Finger Foods, Wraps, Hot and Cold Beverages besides a wide range of desserts. Several of the McDonald's® restaurant feature the in-house McCafé. The pillars of the McDonald's® system – Quality, Service, Cleanliness and Value – are evident at each of the restaurants where HRPL operates. More details are available on the website:

www.mcdonaldsindia.com



About FortunePay: Fortune Payment Solutions India Pvt Ltd (FortunePay) is a payments processor and merchant aggregator offering innovative payment and commerce solutions to merchants. FortunePay offers EDC, ECR and MPOS based payments, loyalty and EMI solutions to increase merchant revenues and profits.

Started in 2011, FortunePay is funded by leading VCs, including Kae Capital and Bessemer Venture Partners. It is headquartered in Bangalore, with offices in Mumbai and Delhi.

For more information, please visit
www.fortunepay.in

About RBL Bank (Ratnakar Bank): RBL Bank is one of India's fastest growing scheduled commercial banks with an expanding presence across the country. It has currently grown to a network of over 180 branches / 350 ATMs across 13 Indian States and Union Territories and has been rated as "India's Best Bank (Growth)" in the mid-sized bank segment by Business Today-KPMG study in 2012, 2013 & 2014. RBL Bank has also been honored by the World Economic Forum as a Global Growth Company in 2014.

Established in 1943, RBL Bank undertook a transformational journey under a new management team in 2010. It embarked on an aggressive growth plan based on a robust platform of professional governance, relationships, technology infrastructure, high quality capital and geographic expansion. Today, RBL Bank offers specialized services under the five business verticals namely: Corporate & Institutional Banking, Commercial Banking, Retail Banking, Agri & Development Banking and Financial Markets. The Bank currently services more than 10,00,000 customers and has a total business size of over Rs. 20,000 Cr. Over the last three years, it has infused capital of over Rs. 1,500 Crores from some of the most notable global and domestic names, taking the TIER 1 capital to Rs. 2,000 Crores (approx). For more information, please visit www.rblbank.com

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