

Lemon Tree Hotels Announces its 13th Hotel in India

Lemon Tree Hotels Announces its 13th Hotel in India - Lemon Tree Hotel, City Center, Bengaluru - the Brands Second Hotel in the City

*Lemon Tree Hotels is poised for tremendous growth;
Will own over 2% of all hotel rooms in India by 2012.*

187-room upscale, full-service business hotel in Bengaluru; Innovative and spirited dining options; Warm and welcoming Lemon Tree service.

Bengaluru, 12th January 2011:

Lemon Tree Hotels today announced the launch of its second upscale, full-service, contemporary business hotel in Bengaluru. Located on St. John's Road, the hotel is in the heart of the city and strategically placed for those who travel to the Central Business District of Bengaluru on business.

Over the last 6 years, the product-service mix of Lemon Tree Hotels has evolved, culminating in this upper upscale hotel offering today. Lemon Tree Hotel, City Center, Bengaluru is a first for the group on two counts: it is our first upper upscale hotel and is also our first city center hotel in a gateway (i.e. metro) city. In the next two years, Lemon Tree Hotels will add 7 hotels to its existing hotels across India. By then, with twenty hotels in fifteen cities and 2,800 rooms, the company will own over 2% of all hotel rooms in the country. The hotel's visual appeal is centered on 'bringing the outdoors in' which creates an environment of spaciousness and natural light. A stylish aesthetic and the extensive use of green, yellow and other vibrant colors, creates a signature look.

Speaking on the occasion of the launch, Patu Keswani, Chairman and Managing Director, Lemon Tree Hotels said, "Our profitable growth has been driven by an end-to-end business model which has led to a 60% year-on-year growth in rooms over the past five years. At Lemon Tree, we design, build, own and operate all our hotels. This ensures that our customer's experience is consistent across India." Speaking of Lemon Tree's focus in Bengaluru, he elaborated "This is our second hotel in the city. The upbeat business environment and exponential growth of Bengaluru is attractive to our product offering i.e. a world class, affordable and upscale hotel product."

Lemon Tree Hotel, City Center offers a range of accommodation including stylish rooms and suites and a top-of-the-line Presidential Suite, complete with separate sitting, dining and bar areas. Rooms on the top floors have refreshing views of Ulsoor Lake. While all rooms have well stocked mini bars, 32 inch LCD TVs and DVD players, special attention has been given to comfort, convenience and safety, for example - an orthopaedic mattress; blackout curtains; a full size workstation with an ergonomic chair; dual sprinklers and a fire retardant door. In line with our full service offering, the state-of-the-art fitness center, the rooftop swimming pool and the rejuvenating spa keep you feeling as fresh-as-a-lemon. The fully equipped business center and conference facilities make business on the go productive. To cater to the needs of our lady travelers, Lemon Tree has created a Ladies Floor that meets their safety, security and personal needs. The hotel provides exciting and innovative dining options that promise a great culinary experience. Citrus Café, with its large bay windows, offers guests an expansive view of the outdoors and an eclectic all-day dining menu that includes Indian, European and American favorites. Slounge, with its dramatic fiber optic installation, is a recreation bar and lounge where guests can opt to wind down with a drink or if they prefer, indulge in a game of chess or carom, shoot pool or even have a go at the PlayStation. At Republic of Noodles, a Times Food Guide 2010 award winner, guests are in for an epic culinary journey across Thailand, Vietnam, Singapore, Cambodia, Indonesia and Burma.

Every Lemon Tree Hotel is unique in character, yet connected by a common thread – fun. In keeping with this, at the entrance to each room is a fun and colorful inlay in the flooring. Placemats with caricatures and jokes and framed baby tees with smart one-liners, bring to life the brand essence of Lemon Tree.

About Lemon Tree Hotels

Fresh, spirited and youthful, Lemon Tree Hotels are India's first, largest and finest chain of moderately priced, upscale, full service, business and leisure hotels – the perfect choice for today's discerning traveler looking for high quality accommodation at moderate prices. Founded in September 2002 by Mr. Patu Keswani, the New Delhi based company is one of India's fastest growing hotel companies. Lemon Tree Hotels currently owns and operates 13 hotels in 10 cities aggregating over 1200 rooms with 1500 employees. Seven more hotels are presently under development.

By 2012, all ongoing projects will be completed and Lemon Tree Hotels will have over 2800 rooms and 3000 employees in 20 hotels across 15 major Indian cities including New Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, Pune, Gurgaon, Ahmedabad, Kaushambi (East Delhi), Goa, Indore, Aurangabad, Chandigarh, Alleppey and Shimla.

Lemon Tree Hotels: Giving Back To The Community

As part of its corporate social responsibility program, Lemon Tree Hotels prides itself on its commitment to provide employment to people with disabilities. The company decided, in its early stages, to put this belief in practice and focused on providing equal employment opportunities to people with disabilities. All of these employees are speech and hearing impaired. Currently we have 54 people with disabilities at Lemon Tree Hotels i.e. 3.5% of our employee strength. This will increase to 10% by 2012-2013 i.e. to about 300 employees.

In recognition of its efforts, in December 2010 Lemon Tree Hotels was awarded the NCPEDP – Shell Helen Keller Award 2010 for exemplary beliefs and practices in employing Differently Enabled People. NCPEDP is the National Center for Promotion of Employment for Disabled People.

January 12, 2011