

refreshingly different



**Lemon Tree Hotels  
introduce  
the Indian hospitality industry's first ever  
100% Money Back Offer**

**Unmatched in the history of the industry this  
offer allows guests to reclaim all spend at Lemon Tree Hotels over a  
six month period**

**New Delhi, 3rd June 2014:** Lemon Tree Hotels (LTH), India's leading chain of upscale, midscale and budget hotels has just taken the hospitality industry by storm with its latest and boldest offer till date. The LTH 100% Money Back Offer allows guests to avail full money back on their stays at all Lemon Tree properties across India.

This exciting offer is a first in the history of travel and hospitality sector in India and has been designed in line with the 'value for money' philosophy of the Lemon Tree Hotels' group. While it allows guests a stipulated time to earn the incentive, it gives them the flexibility of reclaiming or using this offer all through 2014.

To qualify for this offer all a guest needs to do is book a stay with any Lemon Tree Premier, Lemon Tree Hotel or Red Fox Hotel in India from any source be it travel websites, the call center or the hotel website, within the validity period of the offer and they shall receive vouchers equivalent to the billing amount at the time of check-out. The guests can then redeem these vouchers on all their future stays on all hotel services like- meals, liquor, laundry, WiFi, Spa & Salon services etc. by booking directly through [lemontreehotels.com](http://lemontreehotels.com)

The 100% Money Back Offer is valid all through summer and guests can avail this opportunity at all 25 hotels in 15 cities across India.

An added benefit of this offer is that these vouchers are transferable and can also be gifted to friends and family. However, this offer is not applicable on negotiated rates.

Speaking at the launch of this novel 100% Money Back Offer, Rahul Pandit, President and Executive Director, The Lemon Hotel Company, said "Lemon Tree Hotels has always gone a step ahead to delight customers and maintain brand salience. Known for our refreshingly different approach, pocket friendliness and guest focus; this summer we are glad to announce the path breaking 100% Money Back Offer, which is a first of its kind in the Indian hospitality sector. I am sure our guests will appreciate this quintessential Lemon Tree approach to providing unprecedented value and rewarding customer loyalty."

The earning period of this exciting offer is valid from 2<sup>nd</sup> June to 31<sup>st</sup> September 2014 while the burning period for guests is till 31<sup>st</sup> December 2014.

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**[About Lemon Tree Hotels:](#)**

Fresh, fun & spirited Lemon Tree Hotels are India's fastest growing chain of upscale business and leisure hotels – the perfect choice for today's discerning traveler looking for high quality accommodation.

Founded in September 2002 by Patu Keswani, the New Delhi based company currently operates with 3 brands Lemon Tree Premier (upscale), Lemon Tree Hotels (midscale) & Red Fox Hotels (economy). The chain currently owns and operates 25 hotels in 15 cities aggregating 2800 rooms with 3000 employees. This speedy growth has currently made the group the 3<sup>rd</sup> largest by owned rooms with venture capital participation from global private equity firm Warburg Pincus, diversified Japanese financial institution Shinsei Bank, one of India's first private equity funds Kotak Realty Fund and Dutch pension fund asset manager APG.

By 2017-18, Lemon Tree will own over 5000 rooms across 30 hotels in Ahmedabad, Aurangabad, Bengaluru, Chandigarh, Chennai, Dehradun, Ghaziabad, Gurgaon, Goa, Hyderabad, Indore, Jaipur, Kolkata, Muhamma (Kerala), Mumbai, New Delhi, Pune, Shimla and Udaipur. To know more, visit [lemontreehotels.com](http://lemontreehotels.com).

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