

LEMON TREE ACQUIRES BERGGRUEN HOTELS AND THE 'KEYS HOTELS' BRAND

With the acquisition of Berggruen Hotels in November 2019, Lemon Tree Hotels has emerged as India's largest hotel chain in the mid-priced hotel sector, thereby taking its total inventory to 7,800 rooms in 77 hotels across 45 destinations. Keys Hotels are present in 16 cities including Aurangabad, Bengaluru, Calicut, Chennai, Goa, Gurugram, Kochi, Kolhapur, Ludhiana, Mahabaleshwar, Manali, Mumbai, Pune, Port Blair, Trivandrum and Vishakhapatnam. Of these, Lemon Tree already has a presence in 7 destinations and these Keys Hotels add to the depth of coverage in those cities.



The Keys' portfolio of brands includes
a) Keys Prima | Upper midscale: This premium brand, offers stylish features and excellent service-such as spa, salon, swimming pool and an array of cuisines.
b) Keys Select | Midscale: This popular brand offers comfort and convenience, for both business and leisure travellers with a promise of a warm welcome, efficient service, impeccable hygiene, delectable food and a good night's sleep.
c) Keys Lite |

Economy: This budget brand is targeted at smart consumers who look for affordable and stress-free accommodation when they travel. These hotels offer hygienic rooms, multiple amenities, a selection of delicious food, safety and security for the price conscious traveller.