

News monitored for: Lemon Tree Hotels

MGB, Lemon Tree join hands

MGB Group of Hotels has partnered with Lemon Tree Hotels for a management contract for their property, which will be re-branded as Lemon Tree MGB Hotel Alwar.

 TT BUREAU

The new tie-up with Lemon Tree Hotels is going to boost the business for the MGB property, says **Manish Bhatia**, Managing Director, MGB Group of Hotels. "We have tied up with Lemon Tree Hotels for our property MGB Shanti Kunj Alwar. The partnership is a management contract, which would put us on the map of Lemon Tree Hotels. The new branding is flagging off on September 21, and it will be called Lemon Tree MGB Hotel Shanti Kunj. More people would come to know about Alwar and our properties, which would lead to growth in our business and increase in occupancy, revenue as well as standard of the hotel. The hotel is going to get an upgrade. With this partnership, a local brand of Alwar will be a well-known brand," he adds.

Bhatia informs that their other properties will now come under their existing brand called Sparrow



Manish Bhatia
Managing Director
MGB Group of Hotels

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Inn. They are also expanding with new properties in Jaipur and Gurugram, which are nearby cities, reveals Bhatia. "We are looking at properties in these cities, but we have not set a time limit for the same."

Despite the industry showing a downward trend, Bhatia claims that their business has been stable through this year. "For us, the business has been the same throughout, and we have not seen any growth or loss. However, we are looking at increasing the occupancy, ARRs and business for our properties, and we are working towards the same. Apart from the partnership with Lemon Tree Hotels, we are planning to grow our chain of hotels," he shares.

In terms of competition, he says that all the other hotels in the region are in the unorganised sector and are stand-alone properties, which gives MGB an advantage which would be stronger with the Lemon Tree partnership as well.

New Identity

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