



Lemon Tree Hotels launches its ninth property in Rajasthan with Keys Lite by Lemon Tree Hotels, Urban Square, Udaipur

The property features 68 well-appointed rooms.

14th June 2024: Lemon Tree Hotels Limited announces the opening of Keys Lite by Lemon Tree Hotels, Urban Square, Udaipur. This is the ninth property of the group in the picturesque state of Rajasthan. It is also the third offering of the brand in the City of Lakes after the upscale Aurika, Udaipur and the mid-scale, Keys Select By Lemon Tree Hotels, Udaipur. The property is being operated under the franchise division of Lemon Tree Hotels.

This efficient and affordable hotel located next to the Urban Square Mall has 68 well-appointed rooms and offers impeccably clean interiors and a stress-free environment. Of the 68 rooms, 34 opened today as part of phase I of the launch, and the remaining 34 will open shortly thereafter, as part of phase II.

Udaipur is celebrated for its mesmerising sunsets, intricate handicrafts, and authentic Rajasthani cuisine. The city's breath-taking lakes, grand palaces, and remarkable architecture epitomise the rich history, culture, and scenic splendour of Rajasthan, establishing it as an essential destination for travellers. Among its many notable attractions are the detailed Jagdish Temple, the tranquil Saheliyon-ki-Bari, the imposing Monsoon Palace, and the vibrant markets in the historic old city.

ABOUT LEMON TREE HOTELS LIMITED

Lemon Tree Hotels Limited (LTHL) is one of the largest hotel chains in India, and owns/leases/operates/franchises hotels across the upscale, upper-midscale, midscale and economy segments. LTHL delivers differentiated yet superior service offerings, with a compelling value proposition. The group offers seven brands to meet guests' needs across all levels, viz. Aurika Hotels & Resorts, Lemon Tree Premier, Lemon Tree Hotels, Red Fox Hotels by Lemon Tree Hotels, Keys Prima by Lemon Tree Hotels, Keys Select by Lemon Tree Hotels and Keys Lite by Lemon Tree Hotels.

LTHL opened its first hotel with 49 rooms in May 2004. Today, the company has a portfolio of 160+ hotels, which includes over 100 operational hotels and more than 60 hotels set to open in India and internationally. Lemon Tree Hotels are located across metro regions, including the NCR, Mumbai, Kolkata, Bengaluru, Hyderabad and Chennai, as well as numerous tier I, II and III cities such as Pune, Ahmedabad, Chandigarh, Jaipur, Indore, Aurangabad, Udaipur, Visakhapatnam, Kochi, Ludhiana,

Thiruvananthapuram, Vijayawada etc. The company expanded internationally with hotels opening in Dubai in December 2019, in Bhutan in February 2020 and in Nepal in April 2024.