



Lemon Tree Hotels signs a new property in Morbi, Gujarat

New Delhi, June 19th, 2024: Lemon Tree Hotels announced its latest signing – Lemon Tree Hotel, Morbi. The property, which shall be managed by Lemon Tree Hotels Limited, is expected to open in FY 2029.

Morbi, situated on the Kathiawar peninsula in Gujarat, India, holds a rich history and cultural heritage. It was once the capital of the Morvi State and is now renowned as the "ceramics capital of India" due to its thriving pottery industry. Apart from its commercial significance, Morbi offers a glimpse into its past with landmarks such as the Morbi Palace and the Hanging Bridge, though the bridge tragically collapsed in 2022. Despite this setback, Morbi remains a resilient city, drawing visitors with its lively markets, the tranquil Machhu River, and the impressive Trimandir, a temple complex that embodies Jainism, Shaivism, and Vaishnavism.

Lemon Tree Hotel, Morbi will feature 75 well-appointed rooms, a restaurant, a banquet hall, a meeting room, a spa, and a swimming pool. The Rajkot International Airport is about 65 kms from the property while the Morbi Railway Station is about 12 kms away. The hotel is also well connected by roadways for both public and private transport.

Speaking on the occasion, Mr. Vilas Pawar, CEO- Managed & Franchise Business, Lemon Tree Hotels commented, *"We are pleased to announce the expansion of our portfolio in Gujarat with our valued partner Shivdarsh Hospitality Private Limited. As we look to diversify our portfolio with properties across the country, we are making forays into tier II, III and IV cities. This opening will be in addition to our six existing and eight upcoming hotels and resorts in the state and we are looking to expand our footprint in Gujarat further."*

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.