



Lemon Tree Hotels signs a new property in Bareilly, Uttar Pradesh

New Delhi, 10th May, 2024: Lemon Tree Hotels announced its latest signing – Keys Select by Lemon Tree Hotels, Bareilly. The property, which will be franchised by Lemon Tree Hotels Limited, is expected to open in FY25.

Bareilly is a city in the northern Indian state of Uttar Pradesh, located near Ramganga. It is the seventh-largest metropolis of Uttar Pradesh and the 50th-largest city of India. The city is famous for being a furniture manufacturing center that trades cotton, cereal, and sugar. Additionally, a popular 1960s Hindi film song, that was recently remixed and recreated to be featured in a film, has given the city an iconic status. Its status grew with its inclusion in the “Counter Magnets” list of the National Capital Region (NCR). The city is also known as Bans-Bareilly.

Keys Select by Lemon Tree Hotels, Bareilly will feature 60 well-appointed rooms, a restaurant, a bar, banquet facilities, meeting rooms, a swimming pool, a fitness center, and other public areas.

The Bareilly airport is about 12 kms from the property, while the Bareilly railway station is about 2 kms away. The hotel is connected by both public and private transport from all major cities in India.

Lemon Tree Hotels is expanding its portfolio in Uttar Pradesh and this opening will be in addition to six existing and five upcoming properties in the state. The state has huge potential for growth with several tourist attractions and industries that showcase its historical and religious significance.

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.