



Lemon Tree Hotels signs a new property in Punjab

New Delhi, 29th October 2024: Lemon Tree Hotels announced its latest signing – Keys Select by Lemon Tree Hotels, Amritsar. The property, which shall be managed by Carnation Hotels Private Limited, a wholly-owned subsidiary of Lemon Tree Hotels Limited, is expected to open in FY 2027.

Amritsar, in Punjab, is rich in history, culture, and spirituality. Known primarily as the home of the Golden Temple, the holiest shrine in Sikhism, the city attracts millions of pilgrims and tourists every year. It is also steeped in historical significance, with landmarks like the Jallianwala Bagh, a memorial commemorating the tragic massacre during British rule and The Partition Museum, which is a repository of stories, materials, and documents related to the post-partition riots that followed the division of British India into India and Pakistan. Amritsar's vibrant markets, delicious cuisine, and warm hospitality make it a must-visit destination for those seeking a deep connection to India's cultural and spiritual heritage.

Keys Select by Lemon Tree Hotels, Amritsar will feature 45 well-appointed rooms, a restaurant, a rooftop lounge, a meeting room, a swimming pool, a fitness center, and other public areas. Sri Guru Ram Dass Jee International Airport, Amritsar is approximately 13 kms while the Amritsar Railway Station is 2.4 kms from the property. The hotel is also well-connected by road, making it accessible by both public and private transport.

Mr. Vilas Pawar, CEO — Managed & Franchise Business, Lemon Tree Hotels said, *"We are thrilled to announce our further expansion in Punjab. This new addition will complement our two existing and five upcoming properties in the state, further enhancing our commitment to providing exceptional hospitality and experiences in this beautiful region."*

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 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 180+ hotels, which includes over 110+ operational hotels and more than 70 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.