



## **Lemon Tree Hotels signs a new property in Assam**

**New Delhi, 14<sup>th</sup> October 2024**: Lemon Tree Hotels announced its latest signing – Lemon Tree Hotel, Dibrugarh, Assam. 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.

Dibrugarh, often referred to as the "Tea City of India," is a vibrant town nestled in the north eastern state of Assam. Known for its lush green landscapes and sprawling tea gardens, it serves as a major hub for Assam's famous tea industry. It sits on the Brahmaputra River which enhances the region's natural beauty and provides opportunities for various water activities. Dibrugarh is rich in culture and history, with diverse communities coexisting harmoniously. Visitors can explore local markets, savour authentic Assamese cuisine, and immerse themselves in the region's unique traditions. Its strategic location also makes it a gateway to other enchanting destinations in Assam and beyond.

Lemon Tree Hotel, Dibrugarh, Assam will feature 65 well-appointed rooms, a restaurant, a bar, banquet hall, a swimming pool, a fitness center and other public areas. Dibrugarh Airport is approximately 15 kms while the Dibrugarh City Railway Station is 6 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 on the occasion, *"We are delighted to announce our further expansion in the North East. In Assam, the enchanting land of the red river and blue hills, this new addition will complement our two 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.