



Lemon Tree Hotels signs a new property in Ujjain, Madhya Pradesh

New Delhi, August 28th, 2024: Lemon Tree Hotels is proud to announce the signing of its newest property, Lemon Tree Hotel, Ujjain, Madhya Pradesh. The property is expected to open in FY 2027 and shall be managed by Carnation Hotels Private Limited, a wholly-owned subsidiary of Lemon Tree Hotels Limited.

Ujjain, a historic city in Madhya Pradesh, India, is celebrated for its deep spiritual and cultural significance. Known as the "Spiritual Capital of India," it is home to the revered Mahakaleshwar Temple, one of the twelve Jyotirlingas dedicated to Lord Shiva, attracting millions of pilgrims annually. Ujjain's role as a major pilgrimage site extends to Hindus, Jains, and Buddhists, with the city playing a central part in the Kumbh Mela, a grand Hindu festival held every 12 years. Its rich blend of ancient temples, historical monuments, and vibrant street markets offers visitors an immersive experience into India's spiritual and cultural tapestry.

Lemon Tree Hotel, Ujjain, Madhya Pradesh will feature 72 well-appointed rooms, a restaurant, a bar, a swimming pool and other public areas. The Devi Ahilyabai Holkar International Airport, Indore is approximately 50 kms away while the Ujjain Railway Station is 4 kms away. The hotel is well connected by roadways for both public and private transport.

Speaking on the occasion, Mr. Vilas Pawar, CEO - Managed & Franchise Business, Lemon Tree Hotels, remarked, "*Spiritual destinations have seen a renewed interest and there has been a marked uptick in the number of pilgrims visiting places of religious and spiritual significance. Being the "Spiritual Capital of India", Ujjain is on the must-visit list for pilgrims and we are thrilled to expand our presence in the city." This opening will be in addition to our four existing and two upcoming hotels in the state.*

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 110+ 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.