

LEMON TREE HOTELS LTD. STAKEHOLDER RELATIONS POLICY

(This document seeks to broadly outline our commitment to build meaningful and mutually beneficial stakeholder relationships. Detailed procedures on our obligations in relation to this policy are available to our employees through internal portals. Further, applicable company policies as per SEBI LODR are publicly available and constantly updated on our website.)

Overview

Lemon Tree Hotels Ltd. (LTH) places utmost emphasis on engaging with key stakeholders for understanding and meeting their expectations in an effective manner. We consistently strive to ensure that our policies and initiatives are firmly rooted in stakeholder needs. Therefore, we engage with a wide variety of internal and external stakeholders to seek their consultation and collaboration on material issues for LTH.

Objectives of our Stakeholder Relations Policy

- **Business Resilience:** Shifts in market conditions, laws, technology and consumer preferences have significantly impacted the ability of several businesses to achieve sustainable business growth. Rising challenges such as climate change, changing consumer preferences and economic slowdown pose a major threat to the long-term prospects of our business. By effectively strengthening the role of stakeholders such as suppliers, customers and employees in our value creation process, LTH strives to overcome unforeseen circumstances and obstacles in a resilient manner.
- **Fostering Sustainability:** Given the resource-intensive nature of our industry, embedding sustainability within our operations is a strategic focus area for LTH. It is our constant endeavor to collaborate with relevant stakeholders for implementing high impact driven environmental, social and governance (ESG) strategies and initiatives. With regards to sustainability, we aim to exhibit due compliance with applicable legislations and communicate our performance to all our stakeholders.
- **Risk Management:** As a homegrown Indian brand, we face a wide variety of risks such as increased operational costs, talent retention and reputational risks among others. In such a scenario, effective risk management is vital for ensuring business continuity. Through engaging with relevant stakeholders such as our employees, customers, peers and industry bodies, LTH endeavors to identify and address significant risks and opportunities in the operating landscape.

Our Commitment

Guided by our corporate values and philosophy, we are strongly committed to building and maintaining long-term relationships with all our major internal and external stakeholders. Our Stakeholder Relations Policy outlines our policy commitments towards our unique stakeholder groups. These include:

Stakeholder Category	Our Engagement and Communication Practices
Employees	We meaningfully engage with our employees with respect to their well-being, capacity building, career growth requirements along with addressing their grievances. Through our various employee engagement mechanisms such as internal town halls, engagement chats, etc., we consistently strive to build a positive, enabling and inclusive work culture for our employees.
Customers	It is our constant endeavor to seek direct and timely feedback from our guests in order to curate superior customer experiences for them. We have dedicated mechanisms such as our loyalty program (Lemon Tree Smiles), Online Relationship Management (ORM) platforms and other communication channels that help us to record and monitor consumer feedback effectively. We also receive direct feedback through the Sales team who are constantly in touch with customers.
Government and Regulatory Bodies	As a responsible company, we duly comply with all applicable regulations that govern our business operations. We engage with regulatory authorities through direct consultation as well as industry associations. Supporting industry-oriented initiatives and policies of the government is a major priority for LTH.
Shareholders and Investors	LTH is strongly committed towards maintaining an open and transparent line of communication with shareholders and investors. We periodically initiate a collaborative dialogue with our shareholders by means of quarterly presentations, investor meetings, etc. and seeking their valuable feedback.
Owners and Partners	It is our constant endeavor to support our hotel owners and partners who play an important role in fostering operational efficiency of the properties under LTH. Through regular discussions and bilateral meetings with them, we work towards creating a shared legacy within the Indian Hotel industry.

Suppliers and Vendors	<p>Building strong relationships with our suppliers and vendors is key for building an ethical and responsible supply chain. We engage with our suppliers and vendors through periodic reviews and frequent meetings to ensure responsible sourcing along with ensuring fair and transparent dealings.</p>
Contractors	<p>Our contractors play an integral role in providing an efficient outsourced workforce to us. We aim to consistently engage with our contractors through frequent interactions, meetings and periodical reviews with the goal of ensuring workforce well-being.</p>
Online Travel Agencies/Portals	<p>We acknowledge the role of online travel portals in bridging the gap between our service offerings and our prospective customers as well as providing valuable consumer insights to us. It is extremely crucial for LTH to engage with online travel portals through open and transparent communication channels.</p>
Industry Associations	<p>As a leading hotel brand, LTH works towards advancing the betterment of the Indian hotel industry and driving collective action on key issues. We play a proactive role at industry-driven platforms and foster knowledge sharing within our industry.</p>
Local Communities	<p>Addressing community needs in areas where we operate is a major priority for LTH. We consistently engage with local communities by means of our Corporate Social Responsibility (CSR) initiatives, local community welfare activities and employee volunteering.</p>
NGOs	<p>LTH partners with leading NGOs for implementation of CSR activities along with selection and training of Opportunity Deprived Indians (ODI) job candidates. Through regular meetings and engagement activities, we collaborate and work closely with our NGO partners.</p>
Media	<p>Our association with the media allows us to reach out to a large audience our company's business journey. We engage with the media through press releases, press notes and briefings in order to apprise them about our hotels' initiatives, new hotel openings and sustainability projects.</p>

Questions, queries and concerns related to this policy can be raised via email to ESG@lemontreehotels.com.