



October 29, 2019

**National Stock Exchange of India Limited**  
**Exchange Plaza, C-1, Block G**  
**Bandra Kurla Complex**  
**Bandra (E), Mumbai – 400 051**

**BSE Limited**  
**Phiroze Jeejeebhoy Towers**  
**Dalal Street, Mumbai – 400 001**

**NSE Scrip Symbol: LEMONTREE**

**BSE Scrip Code: 541233**

**Dear Sir**

**Ref: Opening of Aurika Hotels & Resorts, Udaipur**

**Subject: Intimation under Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015**

With reference to the captioned subject, we are pleased to inform that today we have entered into Udaipur, with the launch of our 139 rooms new upscale hotel – ‘Aurika, Udaipur’. The strategic location of the hotel places it in close proximity to major sightseeing destinations in the city, including City Palace, Jagmandir, Saheliyon ki Bari, Bagore ki Haveli, Jagdish Temple and the Vintage Car Museum, amongst others.

The opening of this hotel marks the launch of the first hotel under the new brand, Aurika Hotels & Resorts.

Please find attached a copy of press release in this regard.

With opening of this Hotel, we presently operate 59 Hotels including managed properties across 36 cities in India.

#### **About Lemon Tree Hotels**

Lemon Tree Hotels (LTH) is the largest mid-priced hotel sector chain, and the third largest overall, on the basis of controlling interest in owned and leased rooms, as of June 30, 2017, according to the Horwath Report. LTH operates in the mid market sector, consisting of the upscale, upper midscale, midscale and economy hotel segments and seeks to cater to Indian middle class guests and deliver differentiated yet superior service offerings, with a value-for-money proposition.



Lemon Tree Hotels Limited  
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LTH opened its first hotel with 49 rooms in May 2004 and currently operate ~6100 rooms in 59 hotels across 36 cities. As the current pipeline becomes operational, LTH will be operating 87 hotels with 8,814 rooms, across 58 cities in India and abroad.

Lemon Tree hotels are located across India, in metro regions, including the NCR, Bengaluru, Hyderabad and Chennai, as well as tier I and tier II cities such as Pune, Ahmedabad, Chandigarh, Jaipur, Indore, Aurangabad, Mumbai, Kolkatta & Udaipur.

Please take the above intimation on record and kindly acknowledge.

Thanking You

**For Lemon Tree Hotels Limited**

**Nikhil Sethi**  
**Group Company Secretary & GM Legal**  
**and Compliance Officer**



**Lemon Tree Hotels Ltd. debuts in Udaipur with its new upscale brand,  
Aurika Hotels & Resorts**

*Aurika, Udaipur offers 139 aesthetically designed rooms and suites, new-age dining and extensive banqueting options, and innovative high-tech entertainment facilities*

**October 29, 2019:** Lemon Tree Hotels Ltd. today marked its entry into Udaipur, with its new upscale hotel – Aurika, Udaipur. The opening of this hotel marks the launch of the first hotel under the new brand, Aurika Hotels & Resorts. This is the fifth hotel of the company in the state of Rajasthan, with hotels already present in Jaipur, Alwar and Bhiwadi.

The majestic Aurika, Udaipur is spread across 5 acres of undulating hilltop. The strategic location of the hotel places it in close proximity to major sightseeing destinations in the city, including City Palace, Jagmandir, Saheliyon ki Bari, Bagore ki Haveli, Jagdish Temple and the Vintage Car Museum, amongst others. The beautiful Sajjangarh Monsoon Palace is visible from the rooms and public areas, and is a short drive from the hotel.

The Hotel features Mirasa – the all-day dining restaurant, Ariva – the bar, and extensive banquet facilities including the ballroom and adjacent courtyard, the boardroom and multiple outdoor terraces. Recreational facilities include Araya – the spa, the fitness center, the outdoor swimming pool, The Library and the Rumpus Room.

The 139 aesthetically designed rooms and suites offer unparalleled views of the rolling hills, and scenic valleys and lakes of this picturesque city.

**About Aurika Hotels & Resorts**

Aurika hotels are stylishly elegant yet comfortably informal. With an emphasis on design, these hotels are a reflection of the soul of the destination where they are located, and each has its own personality.

These hotels feature new-age dining and innovative entertainment options, complemented by invigorating fitness and wellness facilities. Inspiring spaces, flawless delivery and cutting edge technological solutions ensure that our guests can work, play and relax effortlessly.

The essence of the brand is reflected in 'beyond the unusual'. Service goes beyond the expected and is attentive and personal, yet unobtrusive.

