



December 15, 2023

National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (East)  
Mumbai – 400 051

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

Name of Scrip: LEMONTREE

BSE Scrip Code: 541233

**Subject: Lemon Tree Hotels launches its 100<sup>th</sup> property with the opening of Lemon Tree Premier, Malad, Mumbai**

**Ref: Disclosure under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulation 2015**

Dear Sir,

We are pleased to inform you about the opening of the 100<sup>th</sup> property under Company's Umbrella with the launch of Lemon Tree Premier, Malad, Mumbai. Lemon Tree Premier, Malad, Mumbai is one more feather, though a significant one, in the cap of Lemon Tree Hotels Ltd. Located at New Link Road, Lemon Tree Premier, Malad, Mumbai, is an ideal destination for both business and leisure travellers. The Malad area enjoys excellent road connectivity to major areas of Mumbai through the SV Road, Goregaon - Malad Link Road and the Western Express Highway. The hotel offers 93 well-appointed rooms and spacious suites, Citrus Café – an inviting multi-cuisine coffee shop, Hunky Dory – a bar & kitchen, as well as a banquet hall and a meeting space for business and social event requirements.

A copy of press release to be made in this regard is attached herewith.

Thanking you,

For **Lemon Tree Hotels Limited**

**Jyoti Verma**  
Group Company Secretary  
cum Compliance Officer

**Lemon Tree Hotels Limited**

(CIN No. L74899DL1992PLC049022)

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## **Lemon Tree Hotels launches its 100<sup>th</sup> property with the opening of Lemon Tree Premier, Malad, Mumbai**

*In a little over two decades the company has witnessed unprecedented growth, disrupted the market and registered a century*

**15<sup>th</sup> December, 2023:** With the launch of Lemon Tree Premier, Malad, Mumbai, Lemon Tree Hotels Limited has achieved another milestone – its 100<sup>th</sup> property. This comes close on the heels of the launch of Aurika, Mumbai Skycity – India’s largest hotel, by number of rooms. This year has been significant as the company witnessed rapid expansion in their portfolio and this is the 14<sup>th</sup> hotel that opened this year.

While the company was founded in 2002, the first hotel, Lemon Tree Hotel, Udyog Vihar, opened its doors in 2004, less than 20 years ago. The journey from 1 to 100 also saw the company diversifying into seven brands, catering to different target customers.

Along the road, Lemon Tree Hotels has broken stereotypes and transformed the industry. It has pioneered the concept of the mid-market hotel segment and created a ‘low-cost carrier’ equivalent of the hotel industry in India. The brand, by introducing a disruptive market innovation through providing high-quality yet affordable services in the Indian hotel industry, paved the way for the rise of midscale hotels in India.

The strength of the organisation lies in its workforce, many of whom are people with disabilities or come from the economically and socially deprived backgrounds. This initiative too has had the effect of shaking up the job market, by training, upskilling and mainstreaming individuals from all walks of life.

Lemon Tree Premier, Malad, Mumbai is one more feather, though a significant one, in the cap of Lemon Tree Hotels Ltd. Located at New Link Road, Lemon Tree Premier, Malad, Mumbai, is an ideal destination for both business and leisure travellers. The Malad area enjoys excellent road connectivity to major areas of Mumbai through the SV Road, Goregaon - Malad Link Road and the Western Express Highway. The hotel offers 93 well-appointed rooms and spacious suites, Citrus Café – an inviting multi-cuisine coffee shop, Hunky Dory – a bar & kitchen, as well as a banquet hall and a meeting space for business and social event requirements. It also has a well-equipped fitness center and a refreshing swimming pool to keep you feeling fresh-as-a-lemon.

Speaking on the occasion, Mr. Patanjali G. Keswani, Chairman and Managing Director, Lemon Tree Hotels, said, “We have come a long way since Lemon Tree Hotels started. The doors to the first hotel opened in May 2004, and in less than 20 years, we are now 100 hotels strong. The journey has been challenging, but exciting and

adventurous in equal measure, and we look forward to launching another 100 in the coming years. I would like to thank each of the team members who has been a part of our journey and helped us reach this milestone.”

## **ABOUT LEMON TREE HOTELS LIMITED**

Lemon Tree Hotels Limited (LTHL) is one of the largest hotel chains in India on the basis of controlling interest in owned and leased rooms, the sixth largest by consolidated inventory, and the largest in the mid-market hotel sector. LTHL operates across the upscale, upper-midscale, midscale and economy segments, and delivers differentiated yet superior service offerings, with a compelling value proposition.

LTHL opened its first hotel with 49 rooms in May 2004 and currently operates ~9,700 rooms in 100 hotels across 64 destinations. When the current pipeline becomes operational, LTHL will be operating ~13,350 rooms in 154 hotels across 98 destinations. 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.

Lemon Tree Hotels are located across India, in 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 and in Bhutan in February 2020. New hotels are also set to open internationally in Bhutan and Nepal.

To know more, visit [lemontreehotels.com](http://lemontreehotels.com)