



September 16, 2021

**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

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

Re: Opening of Aurika, Coorg

Dear Sir

With reference to the captioned subject, we are pleased to inform you regarding the Company's entry into Coorg with the opening of "Aurika, Coorg", under its new upscale brand "Aurika Hotels & Resorts". This is the second property under the brand Aurika Hotels & Resorts – Luxury by Lemon Tree Hotels, with the first having launched in Udaipur in 2019. The resort is located amidst the coffee gardens of Coorg, with panoramic views of the rainforest.

This resort features 55 aesthetically designed rooms and suites, new-age dining and extensive banqueting options, and innovative high-tech entertainment facilities.

The hotel shall be managed by Carnation Hotels Private Limited, a subsidiary and the hotel management arm of Lemon Tree Hotels Limited.

Please find attached herewith the copy of the press release.

Please take the above intimation on record.

For **Lemon Tree Hotels Limited**



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

Lemon Tree Hotels Limited

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aurika

HOTELS & RESORTS

Lemon Tree Hotels Ltd. debuts in Coorg with the second property of its upscale brand, Aurika Hotels & Resorts

Aurika, Coorg is a pet friendly resort with 55 aesthetically designed rooms and suites, new-age dining and extensive banqueting options, and innovative high-tech entertainment facilities

16th September, 2021: Lemon Tree Hotels Ltd., through its management subsidiary Carnation Hotels Pvt. Ltd., announced its entry into Coorg, with its new upscale resort – Aurika, Coorg. This is the second property under the brand Aurika Hotels & Resorts – Luxury by Lemon Tree Hotels, with the first having launched in Udaipur in 2019.

The 45 acre landscaped resort is located amidst the coffee gardens of Coorg, with panoramic views of the rainforest. From undulating coffee plantations to the black treasures of pepper vines, from the ancient Kodavas culture to their authentic cuisine, one can explore the unique and unexplored world in the Western ghats of Southern India with Aurika, Coorg.

The resort features Mirasa* – the all-day dining restaurant, Ariva* – the bar, Roast & Red* – the coffee lounge, Aura* – the private cabana deck, and extensive banquet facilities including the ballroom*, the boardroom* and multiple outdoor terraces* and eclectic venues* for private events and exclusive experiences.

Recreational facilities include Araya* – the spa, a well-equipped fitness center*, the outdoor swimming pool* and bar*, the Rumpus Room* for children, Check & Mate* – the chess garden, Au.rion* – the star gazing terrace and outdoor activities*, including a putting green and croquet lawn.

The 55 elegantly designed rooms and suite showcase glimpses of the heritage, culture, flora and fauna of Coorg, while imbibing upscale décor elements that reflect the Aurika brand. Each room features an alfresco sit out area, from which to admire the lush green plantations. The relaxed atmosphere, inspired design and luxury amenities are accompanied by hi-tech facilities one cannot do without, even on a holiday.

As a pet friendly resort, Aurika, Coorg offers a comfortable and luxurious stay for your furry four-legged companions as well. The pet friendly rooms are located close to the specially demarcated open play area and are equipped with dog beds, bowls and toys for use by your beloved pups during your stay. Our culinary experts and resident dog lovers have also designed a canine menu, with wholesome gourmet meals to suit each pup's palate and appetite. Pet pawrents can also dine with their pups at the designated cabanas at Aura.

*Due to the ongoing COVID 19 circumstances, certain services and facilities will be limited or unavailable, in keeping with our house rules and the prevailing government regulations

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.

About Lemon Tree Hotels

Lemon Tree Hotels Limited is India's largest hotel chain in the mid-priced hotel sector, 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. We operate in the upscale segment and in the mid-market sector, consisting of the upper-midscale, midscale and economy segments. We deliver differentiated yet superior service offerings, with a value-for-money proposition.

LTHL opened its first hotel with 49 rooms in May 2004 and currently operates ~8,500 rooms in 87 hotels across 54 destinations, in India and abroad, under its various brands viz. Aurika Hotels & Resorts, Lemon Tree Premier, Lemon Tree Hotels, Red Fox Hotels, Keys Prima, Keys Select and Keys Lite. As the current pipeline becomes operational, LTHL will be operating ~10,450 rooms in 106 hotels across 64 destinations, in India and abroad.

Lemon Tree Hotels, including Keys Hotels, are located across India, in metro regions including the NCR, Mumbai, Kolkata, Bengaluru, Hyderabad and Chennai, as well as numerous other tier I and II cities such as Pune, Ahmedabad, Chandigarh, Jaipur, Indore, Aurangabad, Udaipur, Vishakhapatnam, Kochi, Ludhiana, Thiruvananthapuram and Vijayawada. 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.



A handwritten signature in black ink, appearing to be "Aurika".