



April 1, 2026

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 and Disclosure Requirements) Regulations, 2015**

**Ref: Press Release**

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Dear Sir/ Madam,

We would like to inform you that "Keys Select by Lemon Tree Hotels, Whitefield, Bengaluru", a property owned by Berggruen Hotels Private Limited, a material subsidiary of Lemon Tree Hotels Limited, is rebranded as "Keys Prima by Lemon Tree Hotels, Whitefield, Bengaluru" w.e.f. 1<sup>st</sup> April, 2026.

This renovated hotel offers 222 well-appointed rooms and suites, designed for the modern business traveller, along with extensive banquet and meeting facilities.

Please find attached herewith the copy of the press release in this regard.

You are requested to take the above information in your record.

Thanking You  
**For Lemon Tree Hotels Limited**

**Pawan Kumar Kumawat**  
**Company Secretary**  
**& Compliance Officer**  
**M. No: A25377**

**Encl. as above**

**Lemon Tree Hotels Limited**

CIN No. L74899HR1992PLC140546

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## **LEMON TREE HOTELS ELEVATES KEYS SELECT BY LEMON TREE HOTELS WHITEFIELD TO KEYS PRIMA BY LEMON TREE HOTELS, WHITEFIELD, BENGALURU**

*The 222-key hotel is repositioned to capture evolving, higher-value demand in one of Bengaluru's most prominent business districts*

**1<sup>st</sup> April, 2026:** Lemon Tree Hotels Limited today announced the rebranding of its hotel in Whitefield, Bengaluru, from **Keys Select by Lemon Tree Hotels, Whitefield, Bengaluru** to **Keys Prima by Lemon Tree Hotels, Whitefield, Bengaluru**, a strategic upgrade aligned with the increasing sophistication of demand in the market.

The transition to the Keys Prima portfolio marks a calibrated move up the value chain, with enhanced design, more contemporary spaces, elevated service, and a stronger food & beverage and events proposition. The repositioning is aimed at capturing higher-yield business segments while strengthening the hotel's appeal to premium corporate travellers and large-format MICE and social demand.

Located in Whitefield, one of Bengaluru's most established IT and commercial corridors, the hotel is at the centre of a dense ecosystem of global capability centres, technology parks, and multinational offices. With continued infrastructure development and sustained office absorption, the micro-market has evolved into a high-demand, year-round business destination with growing spillover into leisure and extended stays.

The hotel offers 222 well-appointed rooms and suites, designed for the modern business traveller, along with extensive banquet and meeting facilities that enable it to effectively capture corporate and MICE demand. Dining and social experiences have also been strengthened, with Keys Café and Unlock Bar positioned to drive both in-house engagement and local footfall. Recreational amenities, including a fitness centre and swimming pool, further enhance the overall guest experience.

Commenting on the rebranding, **Mr. Vishvapreet Singh Cheema, President, Lemon Tree Hotels**, said, "The repositioning of our Whitefield hotel to Keys Prima is a strategic step aligned with the evolving demand dynamics of Bengaluru's business landscape. As the market matures, we are seeing a clear shift towards more premium, experience-led stays within the midscale segment. This upgrade, driven by significant investment in the property and extensive renovations, has revitalized the hotel and delivers a refreshed, elevated stay experience for our guests. It also allows us to better align with emerging guest expectations, while unlocking higher value across corporate, MICE, and social segments. Bengaluru continues to be a key market for us, where we currently operate six hotels across key micro-markets. This networked presence enables us to cater to diverse demand segments, while offering scale and flexibility to our corporate partners."

Keys Prima by Lemon Tree Hotels represents the brand's elevated midscale offering—bringing together contemporary design, enhanced service, and thoughtfully curated experiences for the modern traveller.

## **ABOUT LEMON TREE HOTELS LIMITED**

Lemon Tree Hotels Limited (LTHL) is one of India's leading hospitality companies, catering to a wide range of customers – from value-conscious travellers to premium business and leisure seekers. With seven distinct brands – Aurika Hotels & Resorts, Lemon Tree Premier, Lemon Tree Hotels, Red Fox, Keys Prima, Keys Select, and Keys Lite – the group offers experiences across upper upscale, upscale, upper midscale, midscale, leisure, wildlife, and spiritual segments.

LTHL operates 130+ hotels across 80+ cities in India and abroad, with a growing pipeline of 130+ upcoming properties. From metro hubs like Delhi-NCR, Mumbai, Bengaluru, and Hyderabad to tier II & III cities such as Jaipur, Udaipur, Kochi, and Indore – and with an international presence in Dubai, Bhutan, and Nepal – Lemon Tree Hotels delivers exceptional comfort, consistent quality, and a warm, refreshing experience.

Since opening its first 49-room hotel in 2004, the group has grown to 250+ properties (operational and upcoming), becoming a trusted name in hospitality for both business and leisure travellers.

For more details, visit [www.lemontreehotels.com](http://www.lemontreehotels.com)