



Lemon Tree Hotels launch their first property in Uttarakhand

Open a midscale business and leisure 49-room hotel atop the Pacific Mall, Rajpur Road in DehraDun

Dehradun, June, 2014: The Lemon Tree Hotel Company today inaugurated their fresh, fun and spirited hotel- **Lemon Tree Hotel, Dehradun** making it the group's first property in Uttarakhand. Lemon Tree Hotels is the 3rd largest Indian hotel chain by owned rooms, currently. This hotel now becomes a part of the group's growing inventory of upscale, midscale and economy hotels. While it will be managed by Carnation Hotels, the management arm of Lemon Tree, it is owned by Pacific Development Corporation Limited, Dehradun, the owners of the Pacific Mall.

Just 45 minutes from Mussourie, **Lemon Tree Hotel, Dehradun** is located atop the upscale Pacific Mall on Rajpur Road in the premium area of the city, giving Dehradun its very first integrated shopping, entertainment and hotel complex.

Envisioned to be in line with the quintessential spirit of Lemon Tree Hotels, Lemon Tree Hotel, Dehradun promises to be just as lively and refreshing as the group's other 24 hotels across India.

This picturesquely set hotel has an exclusive entrance that opens into a spacious and bright lobby accentuated with colorful mosaic tiling, making it contemporary and vivid. It houses 49 bright and stylish rooms and suites, with most rooms offering breathtaking views of the Doon Valley. Fully loaded with smart in room amenities, hi speed WiFi, a full sized working desk, LCD satellite television and mini bar, these rooms provide a close to home comfort and good night's sleep at an unbeatable value.

Lemon Tree Hotel, Dehradun offers an array of treats with its popular 24X7 multi-cuisine restaurant – Citrus Café, set in the lap of beauty. Dressed to reflect the fun side of Lemon Tree, Citrus Café also sports baby t-shirts on the walls, funmats across the tables and a bright and lively ambience. To delight customers with its smart menu selection, the restaurant offers a variety of Indian, European, American and Pan-Asian cuisines.

Lemon Tree Hotel, Dehradun, also has a fully equipped business center and meeting room with modern facilities making the hotel the most contemporary venue for conferences and events along with a gym and a hip recreation center to help guests unwind and uplift their spirits at the end of a long day.

Speaking on the occasion, Rattan Keswani said, *"Dehradun, the capital city of Uttarakhand, is the gateway to the northern regions of India and holds a position of importance both as a growing business hub and a centre point for tourism in the region. We are excited about including this destination in our portfolio and look forward to establishing the Lemon Tree Hotels brand in this geography."*

Strategically located, LTH Dehradun is only minutes away from the heart of the city, making it convenient for business and leisure travelers alike. It is a perfect destination for tourists looking to explore the picturesque landscapes of Mussorie, and the nearby waterfalls. While all key tourist attractions in the city are within 10 km of its radius, the hotel is also well located for transit tourists heading out to Rishikesh, Haridwar and to the higher spots of the Himalayan range. Dehradun is well linked by rail and road with Delhi, Bombay, Calcutta, Lucknow and Varanasi and also connected by the Jolly Grant airport, about an hour's drive from the city centre.

The Hotel Co-ordinates are:

Lemon Tree Hotel, Dehradun

Pacific Mall, Jakhan,
Rajpur Road,
Opposite Scholars Home School,
Dehradun - 248006.

The Lemon Tree group now operates 25 hotels across 15 cities in India.

About Carnation Hotels

Carnation Hotels has been set up in 2012 with **Rattan Keswani** at the helm as Co-Promoter and Chairman. Rattan brings with him three decades of experience with The Oberoi Group and was last President of eleven Trident Hotels in India.

Carnation Hotels is a joint venture with Lemon Tree Hotels, founded in September 2002 by Patu Keswani. Currently, Carnation Hotels manages 3 hotels across two brands – Lemon Tree Hotels and Lemon Tree Premier – in Jaipur, Ahmedabad and Chennai. By 2016-17 the company will manage over 25 hotels with an inventory of 3000 rooms.

The New Delhi based company – Lemon Tree Hotels currently owns and operates 24 hotels in 14 cities aggregating 2800 rooms with 3000 employees. This speedy

growth has currently made the group the 3rd largest by owned rooms with venture capital participation from global private equity firm Warburg Pincus, diversified Japanese financial institution Shinsei Bank, one of India's first private equity funds Kotak Realty Fund and Dutch pension fund asset manager APG.

By 2017-18, Lemon Tree will own over 5000 rooms across 30 hotels in Ahmedabad, Aurangabad, Bengaluru, Chandigarh, Chennai, Dehradun, Ghaziabad, Gurgaon, Goa, Hyderabad, Indore, Jaipur, Kolkata, Muhamma (Kerala), Mumbai, New Delhi, Pune, Shimla and Udaipur. To know more, visit lemontreehotels.com.
