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## Fleur Hotels acquires Clarion Hotel, Bengaluru for Rs 64 crore

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By HBI Staff | Mumbai

Fleur Hotels, a joint venture between Lemon Tree Hotels Ltd and Dutch pension fund manager APG, has acquired the 130-room Clarion Hotel in Bengaluru from Asian Hotels (West) Ltd for Rs 64 crore in an all-cash deal. Another Rs 11 crore is proposed to be spent on renovating the hotel and re-branding it as the Lemon Tree Hotel, Whitefield, Bengaluru, the company said, PTI reported.

Clarion Hotel is owned by Inova Hotels and Resorts Ltd, a subsidiary of Asian Hotels (West). Sushil Gupta, Chairman & Managing Director, Asian Hotels (West) Ltd, holds 50.49 per cent equity stake in Inova Hotels and Resorts, and the remaining stakes are held by small investors. "We wanted to get out of this segment and focus on the premium segment going forward," Gupta said.

Commenting on the development, Patanjali (Patu) Keswani, Chairman & Managing Director, Lemon Tree Hotels, said, "As the dominant player in the mid-market hotel segment, it is an endeavour to further expand our ownership and network of mid-market rooms in India, in order to meet the growing needs of the under-served mid-market hotel customer."

The acquisition will help Fleur Hotels gain a foothold in the growing micro market of Whitefield, Keswani said, adding that over the next six months the property would be renovated and refurbished.