Carnation Hotels: Weaving Hotels With A Difference

HB STAFF MUMBAI

In September 2012, two contemporary stalwarts of the Indian hospitality industry decided to collaborate on a proposition they had envisioned separately, of creating the most expansive Indian hotel chain of the country. While one had already started growing midscale hotels, the other wanted to use his 3 decades of hotel operational experience in delivering best-in-class solutions to owners/developers. Thus, was born Carnation Hotels, a joint venture amalgamation of the experience of Rattan Keswani and the Indian-ness and brand strength of Patu Keswani’s entrepreneurial venture, Lemon Tree Hotels.

Carnation Hotels is the management arm of a bouquet of services that gives them the distinction of associating with a well-known brand/group and in maximizing their earning potential.

While Rattan’s milestone tenure as President – Trident Hotels (Oberoi Group) and EVP – Oberoi Hotels Mumbai, presents/offers value to owners by means of the excellent luxury brand service standards he brings to the table, Lemon Tree groups’ experience in building and operating mid-scale hotels add that much needed zing of cost efficiencies that promise better returns on engine, a chic mobile website and a soon-to-come mobile application giving Carnation hotels that much sought after technological edge necessary for all hotel owners in today’s times. Transparent reporting systems, a razor-sharp P&L focus, lower per key operational costs and best-in-class

lemon tree HOTELS  CARNATION HOTELS
of Lemon Tree. It is a licensee of all the three brands of the group, to provide the impetus for an exponential growth for Lemon Tree Hotels, the fastest growing Indian hospitality chain. It engages with individual hotel owners to offer a capital employed. Together with the masterful/adept Lemon Tree Hotels team, Carnation hotels bring operational excellence across the entire value chain to an owner partner.

To run a successful management model, it is essential to understand the terrain one strides in. Carnation hotels have a distinct advantage of being a ‘Made in India’ company with a strong understanding of the domestic consumer sentiment and the people policies of the region along with a robust sales force, giving that crucial depth in distribution that a potential owner craves for. It is the only mid-scale company in India to have a fully integrated loyalty and bonus program, a resilient booking experiences create a partnership of value for both Indian and international owners.

As an asset light partner, Carnation hotels plan to manage 3000-4000 rooms within the next 5 years. With an intention to follow where a value conscious Indian goes, they are looking to extensively expand their footprint in India. Having penetrated key cities like Ahmedabad, Chennai, Coimbatore, Dehradun, Jammu, Jaipur, Trichy and Vadodara, they not only look to strengthen their presence here, also have their eyes set on key destinations like Agra, Bhopal, Bhubaneshwar, Kolkata, Lucknow, Madurai, Patna, Surat, Varanasi, and Vizag. They have also broken conventional ground by foraying into the service apartment’s space with two leading real estate players in NOIDA, Gurgaon and Manesar.

These refreshingly different partners are also dream weavers for many. Lemon Tree Hotels and Carnation together exhibit a unique service responsibility focus by employing team members with different abilities.