

## Lemon Tree scores a 'hat-trick' in Hyderabad

**The New Delhi-headquartered hospitality major Lemon Tree Hotel Company opens its third property in the city of Hyderabad, defies the industry-wide slowdown.**

**T**he Lemon Tree Hotel Company recently inaugurated its midscale hotel brand, Lemon Tree Hotel in the city of Hyderabad. The Lemon Tree Hotel Company is India's 3rd largest hotel chain by owned rooms. Enshrined in a fascinating building, which signifies a balanced blend of modernity and serenity, in a quiet corner in the financial district in Gachibowli, which is also home to a number of business giants from global IT majors Microsoft, Infosys, Wipro and Cyient to ICICI Bank, Indian School of Business and the Institute of Insurance and Risk Management, at Lemon Tree Hotel, Gachibowli, you'll never feel away from home and the fun.

You can refresh your taste buds at its inviting multi-cuisine restaurant and rejuvenate your senses at the spa 'Fresco' or take a refreshing dip in the swimming pool. Indeed, at Lemon Tree Hotel, Gachibowli, you're also never too far from – be it airport, railway stations, and major attractions such as big malls and markets of Banjara Hills and Jubilee Hills. From its elegantly designed interiors and bright and spacious rooms that are designed to give you a great night's sleep to its bold exteriors to its exclusive dining outlets which offer an array of treats that are as unique as their ambience and décor, all these ensure that at Lemon Tree the excitement never stops!

Explaining the reason for boosting its presence in the fast-growing Hyderabad, which has also emerged as a hub for industries such as software, electronics, pharmaceuticals & biotechnology, etc., Sumant Jaidka, Chief Operating

Officer, Lemon Tree Hotel Company, observes, "We are delighted at scoring a hat-trick in Hyderabad and bringing the midscale Lemon Tree brand to the city." He adds, "Hyderabad continues to attract business and leisure travelers throughout the year and this new venture in Gachibowli only underlines the potential of this market and LTH's successful run here."

With the launch of its midscale hotel, Hyderabad becomes the second city after Delhi where the Group operates all its three brands, i.e., the upscale Lemon Tree Premier, midscale Lemon Tree Hotel (Gachibowli), and economy brand, Red Fox Hotel. The newly-opened property at Gachibowli offers 190 rooms and suites with smart in-room amenities, 24x7 multi-cuisine restaurant Citrus Café, a hip Recreation Bar – Slounge, an eclectic pan-Asian restaurant – Republic of Noodles, the rejuvenating Spa – Fresco, a fitness Gym and an open-air Swimming Pool. Besides, the hotel also offers a specially-designed suite for its differently abled guests.

The Lemon Tree Hotels Group began its journey in September 2002 and it has in a very short span of time emerged as India's fastest growing chain of upscale, midscale and economy hotels. The Lemon Tree Hotel Company, which currently owns and operates 26 hotels in 15 cities with 3000 rooms and over 3000 employees, plans to own and operate over 8000 rooms in 60 hotels across 30 major cities of India by 2017-18. Despite the entry of a number of new players, additions of new capacities, and growing competition including that from serviced apartment industry play-

ers, Lemon Tree has clearly carved a niche for itself. And as it continues to innovate and differentiate its offerings, awards and accolades have followed. Among many of its notable works that deserves special mention and the one that clearly stands out is its effort in creating employment opportunities for differently-abled people. Another area where it should be applauded is its unstinted focus on environment conservation, which is well reflected in its philosophy of focusing on delivering a healthy 'triple bottom line', which comprises of planet, people and profits, through its sustainability initiatives.

Indeed, the kind of phenomenal growth the Group has delivered is really commendable given that it comes amidst continued slowdown in the domestic hotel industry during the last five-six years. According to India Ratings & Research (Ind-Ra), the hotel industry has been facing muted revenue growth and stagnated profitability, besides higher debt levels and the rating agency does not expect things to improve for the industry, in general, any time soon.

The rating agency gives muted outlook for the industry for the ongoing fiscal as well, as it sees the industry to continue to face muted revenue growth, stagnated profitability and elevated credit risk in FY'15 driven by lower demand growth and supply-side pressures. "Newer properties are likely to face higher stress due to an elongated stabilization period," it said in a recent report. Against such a backdrop, the industry needs to think of innovative strategies to beat tough times, thrive and stay ahead of competition. ■