

News monitored for: Lemon Tree Hotels



COVER STORY

MARM360
by Rakesh Panchal

PRESENTS

MARKETING PERSON OF THE YEAR

UPSCALE TO MID-MARKET

WINNER: AKRITI ARORA

CARNATION HOTELS -
THE MANAGEMENT SUBSIDIARY OF LEMON TREE HOTELS

Akriti Arora heads the PR and marketing of all managed hotels within Lemon Tree Hotels—a total of 21 operating properties, and 28 more to open within the next two to three years. Arora's role involves pre-launch, launch and post-launch PR and marketing (both online and offline), as well as the daily operational marketing activities. While working with Sandal Suites, Arora created the concept of members-only club at the property, slated to launch later this fiscal. She was responsible for handling the complete ideation of the brand and its identity; defining the process for inviting members and accepting nominations; detailing the benefits to be provided through the membership; and working closely with the architecture and projects team to define the design aesthetic of the club. Arora has handled the pre-launch, launch and post-launch activities of three new restaurant brands that have opened in different hotels within the Lemon Tree Hotels umbrella. For each restaurant, she was involved in creation of the brand logo,

