



# Lemon Tree Hotels Enters Vadodara

**LTH management arm Carnation Hotels inks a contract to operate a 48-room hotel owned by a group company of Parikh Inn**

**C**arnation Hotels, the hotel management joint venture partner of Lemon Tree Hotels has signed a management contract with a group company of Parikh Inn Pvt. Ltd., for a mid-scale hotel in Vadodara. Branded as Lemon Tree Hotel, Vadodara, this new hotel is located opposite Parsee Aglan, Sayajigunj, in the heart of the 3rd largest city in the prosperous state of Gujarat.

The management agreement was signed by Rattan Keswani, Co-Promoter and Chairman, Carnation Hotels & Dy. Managing Director, Lemon Tree Hotels and Shupath Parikh, Director of the owning company. This bright 48-room hotel is scheduled to open its doors to guests in April 2015. It promises to provide a comfortable and refreshing stay to the rapidly growing business traveler population of the city and is just 5.5 kms from the airport and 1 km from the railway station.

LTH Vadodara will offer a multi-cuisine coffee shop – Citrus Café, a fully equipped gym, along with a cyber kiosk and two meeting rooms to cater to the business needs of guests. A key highlight of the hotel would be the exclusive roof-top space that would serve as an excellent outdoor dining venue to add that extra zing to guest events.

Rattan Keswani said, "Vadodara is one of the top ten fastest developing cities of India and the third largest city of Gujarat. We are excited about including it in our portfolio. We are delighted to associate with the Parikh family to bring our mid-scale brand to Vadodara. An important industrial, cultural and educational hub of western India, the city is home to a gamut of large-scale industries, major IT and development companies and also benefits from being the Gateway to the Golden Quadrilateral- Delhi, Mumbai, Ahmedabad and Surat."

Speaking on the occasion, Pata Keswani, CMD Lemon Tree Hotels said, "We are delighted to foray into Vadodara with our mid-scale brand. LTH Vadodara not only aims to cater to the growing business populace of this city but also strengthens our presence in the investment attractive state of Gujarat promising us considerable business from Indian as well as international travelers".

Shupath Parikh stated, "The opening of our Vadodara hotel will be an important milestone in the history of our 50 year old group, marking our first foray in Western India and the second hotel in our portfolio. We are excited to associate with India's fastest growing hotel chain, the 3rd largest by self-owned rooms.



Lemon Tree Hotels are pioneers in the mid-scale segment and have a distinctive presence and identity in the domestic space. With Lemon Tree's world class management acumen by our side we are confident of becoming one of the best hotels in Vadodara in the near future."

Lemon Tree Group operates 3 brands - Lemon Tree Premier (upscale), Lemon Tree Hotels (mid-scale) & Red Fox Hotels (economy) and currently owns and operates 26 hotels in 15 cities aggregating 3000 rooms with 3500 employees. The group already has two hotels in Ahmedabad, the capital city of the State, and is now expanding its brand presence to other key cities of business and tourist interest in the State.

The owning company of the hotel is a group company of Parikh Inn Pvt. Ltd., a part of the Jamshedpur based Raj B. Parikh Group of companies. Besides running a hotel in Jamshedpur, the Group also has a leading presence in auto components manufacturing and auto dealerships in Eastern India.