

News monitored for: Lemon Tree Hotels

Lemon Tree Hotels checks into extended stays

Launches Assotech Realty's serviced apartment brand Sandal Suites in Noida

OUR BUREAU

New Delhi, June 7

Business travellers will get a new address to stay near the Noida-Greater Noida Expressway with the launch of Assotech Realty's serviced suites in the NCR suburb. The 195-key extended stay property is operated by Lemon Tree Hotels through its management arm Carnation Hotels and marks the mid-market warrior's foray into the upscale extended stay segment.

Four categories of suites — studio, standard, deluxe and presidential — are available at Sandal Suites ranging in size

from 225 sq ft to 1340 sq ft. While the studio and standard have an independent balcony, separate living area and a tiny kitchenette, the deluxe has an additional dining area as well as cooking facilities in the kitchen. The Crest Suite, as the presidential suite is called, has an opulent bathroom, dressing area as well as a study. Long stay guests can get groceries, fresh vegetables, and meats, all cleaned up and prepped, if they seek to cook on their own.

Currently, rooms are available at an inaugural rate of ₹6,500 for standard and

₹7,500 for deluxe. Expectations are that during season —and especially during the Auto Expo held in Greater Noida, rates will soar.

The serviced suites are located within the sprawling Assotech Business Crestera mix use complex in Sector 135, Noida that features office spaces, retail and F&B outlets. Within the same neighbourhood are several large IT and ITES offices including that of Adobe, Cognizant and TCS.

According to Rattan Keswani, Deputy Managing Director, Lemon Tree Hotels and Director, Carnation Hotels, "This is the only upscale accommodation available within an 8 km catchment." Sandal Suites has been designed keeping in mind business travellers, long stay project teams or relocating families.

There are tennis courts, squash courts, and other recreation facilities. A clubhouse will be added in a few months time. Developer Assotech plans to set up an F&B hub Sandal Street — a sort of mini Cyber Hub — near the complex.

According to Keswani,

more Sandal Suites are in the offing, with land identified in Ahmedabad and Colombo for projects. A couple of years ago when the Assotech-Carnation Hotels partnership for Sandal Suites was first announced, Neeraj Gulati, Managing Director of Assotech Realty, had indicated an investment of ₹800 crore for setting up similar projects.

Carnation Hotels currently manages 11 hotels across the three Lemon Tree brands (Lemon Tree Premier, Lemon Tree and Red Fox) as well as the Sandal Suites brand. Eighteen properties are under development and Keswani says he hopes to close 2020 with 30 properties being managed by Carnation.

