

Published Date:	11 Oct 2022	Publication:	Mint [New Delhi]
Journalist:	Varuni Khosla	Page No:	8
Circulation:	93,000		

Lemon Tree to start franchise division

Lemon Tree Hotels Limited has announced its new franchise division to monetize its existing brands and expand its network of franchised hotels. For this, it has made three new appointments—Vilas Pawar who will be its CEO; Shivali Verma who will be its vice president, commercial & franchise services and Rajinder Kapur who will be its vice president for finance & legal. Patanjali G. Keswani, chairman and managing director of the listed company, said, “In keeping with our asset-light growth strategy, we have created the franchise division, which will be led by Pawar and supported by Verma and Kapur.” Lemon Tree will compete with brands like Choice, Wyndham and several others in this space. Of its 85 hotels in its portfolio, 40 are owned or leased and the rest 46 are managed or franchised. It currently operates about 8,400 rooms in India and abroad, under its various brands like Aurika Hotels & Resorts, Lemon Tree Premier, Lemon Tree Hotels, Red Fox Hotels, Keys Prima, Keys Select and Keys Lite.

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