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Headline: The Clarion Hotel, Bengaluru to be rebranded as Lemon Tree Hotel

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The Clarion hotel, Bengaluru to be rebranded as Lemon Tree hotel
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Clarion Hotel in Whitefield, Bengaluru has been recently acquired by Fleur Hotels, the joint venture partnership between Lemon Tree Hotels and Dutch pension fund manager APG in an all cash deal for Rs. 64 crores. Another Rs. 11 crores is proposed to be spent on renovating the 130 room property and rebranding it as the Lemon Tree Hotel, Whitefield, Bengaluru.

Speaking on the occasion Patu Keswani, Chairman & Managing Director, The Lemon Tree Hotel Company said, "As the dominant player in the mid-market hotel segment, Lemon Tree Hotels is currently the third largest hotel owner in India, with over 2850 operating rooms and another 1200 under active development. Our partnership with APG is an endeavor to further expand our ownership and network of mid-market rooms in India, in order to meet the growing needs of the under-served mid-market hotel customer."

Clarion Hotel is centrally located within Whitefield and will offer a great option for mid-market guests, believes Keswani. Lemon Tree already owns and operates 2 hotels in Bengaluru.

"This acquisition will help us to gain a foothold in the growing Micro Market of Whitefield. Over the next 6 months, we intend to renovate and refurbish the hotel to align it to the Lemon Tree brand standards of a fresh, fun and refreshingly different hotel." he further said.

Asian Hotels (West) Ltd which owns and runs boutique hotels under Clarion Century brand has sold its entire 50.49 per cent stake in Inova Hotels and Resorts Ltd (IHRL), to Fleur Hotels Pvt Ltd. Asian Hotels(West originally incorporated as Chillwinds Hotels Private Limited has stakes in other properties like Hotel Hyatt Regency, Mumbai and JW Marriott.

By IHR Staff