

refreshingly different



Lemon Tree Hotels announce Indian hospitality industry's first ever Flash Sale

Mega Sale-2015 brings cheer and value to customers this New Year

New Delhi, 1st Dec 2014: Lemon Tree Hotels (LTH), India's leading chain of upscale, midscale and economy hotels added another refreshing twist today by announcing the first ever flash sale in the Indian hospitality industry. Mega Sale-2015 is an innovative limited period offer that allows guests to book rooms at just Rs. 2015 across a wide selection of its extensive vertical portfolio of 26 hotels in 15 cities across India. This is the group's latest attempt at providing more value and cheer to its customers.

Designed in line with the 'value for money' philosophy of the Lemon Tree Hotels' group, under this offer a guest can stay in any of the three Lemon Tree brands- Lemon Tree Premier (upscale) Lemon Tree Hotel (midscale) and Red Fox Hotel (economy) between 19th December 2014 to 4th January 2015 at a nominal rate of Rs. 2015 for single occupancy, and can avail double occupancy by additionally paying a token charge of Rs. 499 only. The offer opens on 1st December 2014 and bookings can be made across channels including lemontreehotels.com and Central Reservations +91 9911 701 701. Taxes as applicable.

Announcing this one of a kind offer Mega Sale-2015, Rahul Pandit, President and Executive Director, The Lemon Hotel Company, said "In an effort to spread cheer, we have attempted to provide unprecedented value to our guests over this New Year. Mega Sale-2015 not only bundles with it the fresh, fun and spirited Lemon Tree experience, but also promises to deliver affordability and pocket-friendliness to our guests. We do hope our guests appreciate our new initiative, delight in the quintessential value this unique offer brings and chance to experience all our three brands anywhere across India."

Strategically positioned across all key locations of India, this offer not only aims to generate more trial and add new customer base but also rewards our loyal customers with this distinctive price benefit. With an assurance of the same 'close to home' comfort, smart in-room amenities, rejuvenating recreation options, vibrant café, attentive service and fun experiences, Mega Sale - 2015 surely is the best offer money can get.

This offer is non-transferable. It cannot be clubbed with any other offer and is not applicable in Dehradun, Goa, Kerala, Aurangabad and Chandigarh.

refreshingly different



lemon tree
HOTELS

About Lemon Tree Hotels:

Fresh, fun & spirited Lemon Tree Hotels are India's fastest growing chain of upscale business and leisure hotels – the perfect choice for today's discerning traveler looking for high quality accommodation.

Founded in September 2002 by Patu Keswani, the New Delhi based company currently operates with 3 brands Lemon Tree Premier (upscale), Lemon Tree Hotels (midscale) & Red Fox Hotels (economy). The chain currently owns and operates 26 hotels in 15 cities aggregating 3000 rooms with over 3000 employees. This speedy growth has currently made the group the 3rd largest by owned rooms with venture capital participation from global private equity firm Warburg Pincus, diversified Japanese financial institution Shinsei Bank, one of India's first private equity funds Kotak Realty Fund and Dutch pension fund asset manager APG.

By 2017-18, Lemon Tree will own and operate over 8000 rooms across 60 hotels in 30 cities including Ahmedabad, Aurangabad, Bengaluru, Chandigarh, Chennai, Coimbatore, Dehradun, Ghaziabad, Gurgaon, Goa, Hyderabad, Indore, Jaipur, Kolkata, Muhamma (Kerala), Mumbai, New Delhi, Pune, Shimla and Udaipur. To know more, visit lemontreehotels.com.
