

## Lemon Tree introduces mobile website

By afaqs! news bureau, afaqs!, New Delhi,  
September 01, 2014 Section: News Category: Digital



The new site has location detection features aimed at converting traffic into sales.

The Lemon Tree hotel chain has introduced a mobile website that is equipped with features such as location detection and user interface aimed at converting traffic into direct sales.



Avijit Arya

The new site has been developed by Internet Moguls, a digital marketing agency using the advanced form of GPS technology. The mobile site detects the user's location and automatically suggests the hotel closest to him.

The new mobile website has all the 25 operating Lemon Tree hotels across 15 cities. The site has an extremely efficient user interface. Protik Basu, head, digital and rewards, The Lemon Tree Hotel, says, "Lemon Tree has been very perceptive in recognizing the need of integrating technology to provide convenience and ease of use to its guests. With a mobile app in the pipeline, we look forward to working in many more path-breaking customer-centric innovations in the digital space in the near future."

Avijit Arya, CEO, Internet Moguls, says, "Many years ago, credit card companies fought to get a wallet share (space in your wallet) and now, we commerce companies want to take a share of the phone space through various apps. The next level of hotel commerce would be TV and Wi-Fi. We endeavour to bring the latest in digital revenue streams for Lemon Tree hotels in the near future."

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