

refreshingly different



## **Lemon Tree Hotel debuts in a new avatar in Whitefield, Bengaluru**

The all-new hotel is now spread over five floors with two new deluxe floors and an upgraded inventory of 130 stylish rooms

**Bengaluru, 7<sup>th</sup> May 2014:** Lemon Tree Hotels today announced the formal opening of their new hotel in Whitefield, Bengaluru. Refurbished and renovated into a fresh and vibrant avatar, the hotel opened in all its splendor, unveiling its many exciting facilities and services. This latest addition to Lemon Tree makes it the group's third hotel in Bengaluru (Lemon Tree Premier, Ulsoor Lake, Bengaluru and Lemon Tree Hotel, Electronic City, Bengaluru, being the other two), thereby strengthening the group's presence and expanse in the major IT and business hubs of the city- particularly Whitefield.

Lemon Tree Hotels had earlier announced the acquisition of the erstwhile Clarion Hotel in Whitefield, Bengaluru. Fleur Hotels, the JV partnership between Lemon Tree Hotels and Dutch pension fund manager APG acquired this property last year and rebranded it as a Lemon Tree Hotel. The hotel has undergone extensive refurbishment and is now another refreshing Lemon Tree.

This stylish business hotel with its vibrant and breathtaking atrium lobby is set around swirling stain glass installations. The play of natural light and vivid colors in the lobby makes the area stunning and eye catching. Set in its heart is the popular multi-cuisine restaurant- Citrus Café that elegantly flows into a lush green alfresco area, offering guests a beautiful vantage point to enjoy the outdoors while relishing the restaurant's delectable cuisine. The fun and spirited hip-recreation bar-Slounge along with the fully equipped fitness center and outdoor swimming pool all sport a vibrant new look aiming to delight and rejuvenate guests. Needless to say, the innovative interiors of this hotel and the inspiring artwork make for a setting that is truly refreshing and contemporary.

Lemon Tree Hotel, Whitefield boasts of 130 upgraded stylish rooms spread over five floors of which two are new deluxe floors. Equipped with hi speed WiFi, LCD televisions, mini bars, smart in-room amenities and well appointed bathrooms each room has been tastefully decorated and suited to meet the specific needs of a business traveler. The rooms also have a full sized working desk and an ergonomic executive chair, to make business-on-the-go productive. Importantly, all rooms in the hotel are designed to give guests a great night's sleep with excellent sound insulation and near-perfect black-out curtains.

To pamper its single lady traveler guests and to cater to their specific needs, the hotel also has dedicated rooms with women centric amenities and special facilities along with upgraded security. Like all Lemon Tree's, focus has been laid on differently-abled guests as well and a specially designed room has been created to suit their specific needs.

Rattan Keswani, Deputy Managing Director at Lemon Tree Hotels, said, "We are delighted to add Lemon Tree Hotel, Whitefield, Bengaluru to our growing portfolio and look forward to welcoming our discerning guests here. This hotel opening brings us another step closer to our aim of becoming the fastest growing hotel chain in the country. Lemon Tree Hotel, Whitefield not only enhances our portfolio mix in Bengaluru, but also offers a great stay option at an unbeatable value to guests visiting the companies situated in its vicinity."

Located in the heart of Bengaluru's Whitefield – EPIP Zone, the hotel is in close proximity to business parks, only 18 minutes from Old Airport Road and 40 minutes from M.G. Road. The hotel is close to K.R. Puram station and ITPL. With this new addition, Lemon Tree Hotels now has 3 properties in Bengaluru and has spread its wings in 25 locations across 15 cities in India.

The Hotel Co-ordinates are:

**Lemon Tree Hotel, Whitefield, Bengaluru**

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### **About Lemon Tree Hotels:**

Fresh, fun & spirited Lemon Tree Hotels are India's fastest growing chain of upscale, midscale, 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 25 hotels in 15 cities aggregating 2800 rooms with 3000 employees. This speedy growth has currently made the group the 3<sup>rd</sup> largest by owned and operated 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 2015-16, Lemon Tree will own over 4000 rooms across 28 hotels in Ahmedabad, Aurangabad, Bengaluru, Chandigarh, Chennai, Dehradun, Ghaziabad, Gurgaon, Goa, Hyderabad, Indore, Jaipur, Kolkata, Muhamma (Kerala), Mumbai, New Delhi, Pune, Shimla and Udaipur. To know more, visit [lemontreehotels.com](http://lemontreehotels.com).

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