

Carnation Hotels announce their inaugural foray in Coimbatore for Lemon Tree

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Carnation Hotels, the hotel management joint venture partner of Lemon Tree Hotels has signed a management contract for building a Lemon Tree Hotel with Laskhana Consultants and Hoteliers. The hotel is presently under development in **Kalapatti in Coimbatore**. Grey Fox Project Management Company (P) Ltd, the project management subsidiary of Lemon Tree and Valerian Management Services (P) Ltd., their architectural and interior design firm, will be active advisors to Laskhana Consultants and Hoteliers for this project.

The management agreement between Carnation Hotels and Laskhana Consultants and Hoteliers was signed by Rattan Keswani, Co-Promoter and Chairman, Carnation Hotels & Dy. Managing Director, Lemon Tree Hotels and Mr. R. Vijayakumhar, Director, Laskhana Consultants and Hoteliers. **The 60 room hotel** will cater to the rapidly growing IT destination of Kalapatti and is just 4 kms from the airport. Post completion, it shall be branded as a Lemon Tree Hotel, and will open its doors to guests in 2016.

Lemon Tree Group operates 3 brands - Lemon Tree Premier (upscale), Lemon Tree Hotels (midscale) & Red Fox Hotels (economy) and currently owns and operates 25 hotels in 15 cities aggregating 3000 rooms with 3500 employees. The group already has multiple hotels in South India in Kerala in Muhamma, Bengaluru, Chennai and Hyderabad and is now expanding their brand presence to Coimbatore.

Rattan Keswani, Chairman, Carnation Hotels said, "Coimbatore is one of the fastest growing tier-II cities and a commercial and manufacturing hub of Tamil Nadu. In Southern India, it holds a position of importance both as a growing business hub and a centre point for tourism in the region. We are excited about including it in our portfolio. We are delighted to associate with Laskhana Consultants and Hoteliers as they make their foray into the hospitality segment. They have successfully pioneered the cause of education and healthcare in South India."

Speaking on the occasion, Patu Keswani, CMD Lemon Tree Hotels said, "We are delighted to bring Lemon Tree to Coimbatore and look forward to expanding our horizons to many more new cities across the country in the near future. Lemon Tree Hotels has set high standards and we are ceaselessly working towards become the most dominant player in the mid-scale segment."

Vijayakumhar, Director, Laskhana Consultants and Hoteliers said, "*We are excited to be a part of India's fastest growing hotel chain, the 3rd largest by self-owned rooms. Lemon Tree Hotels are pioneers in the mid-scale segment and have a distinctive presence and identity in the domestic space. This is our group's first foray into the hospitality sector and we are happy to partner with Lemon Tree's expertise and its world class management to develop it into the most preferred hotel among business and leisure travelers visiting our city.*"

Laskhana Consultants and Hoteliers (P) Ltd. are part of the famous SNR Sons Charitable Trust and own many state-of-the-art hospitals and dental colleges in Coimbatore. Coimbatore's first super specialty hospital by Sri Ramakrishna Charitable Trust shall open soon.

ms 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 over 5000 rooms across 30 hotels in Ahmedabad, Aurangabad, Bengaluru, Chandigarh, Chennai, Dehradun, Ghaziabad, Gurgaon, Goa, Hyderabad, Indore, Jaipur, Kolkata, Muhamma (Kerala), Mumbai, New Delhi, Pune, Shimla and Udaipur.