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**PATANJALI (PATU) KESWANI** CMD, Lemon Tree Hotels



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By 2025, the company is targeting net debt to drop 20% from the March International Journal, which will significantly boost its existing inventory of 8,000 keys.

**LIGHT AHEAD**

One strategy that Lemon Tree Hotels has identified for its growth is the asset-light model. While it currently owns close to 70% of its properties, it plans to opt for management contracts for the remainder. This will free up the capital and reduce the strain on its operating costs, while allowing the company to achieve its goals.

When the hotel brand traditionally focused on mid-range price-conscious customers, it switched Aarna Udaipur as an upscale brand in 2018. The proposed property at Pune is expected to be the second one under this brand.

Despite seeing the recent, and growing, impact of leisure travel, it is seeing the segment, with an inclination to acquire or manage more assets. This will also assist the group in diversifying its portfolio, which is largely skewed towards the mid-scale Lemon Tree Hotels and upper mid-scale Lemon Tree Business.

Currently, Lemon Tree Hotels is developing three properties at a total estimated cost of INR 995 crore. Its expanded pipeline also includes 20 hotels under management contracts in over 100 cities like Bangalore, Coimbatore, Rajshahi and Agartala.

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