

A Twist, Alright

Shome Basu, Business Today

FOR ONE WHO'S BEEN BOTH INDUSTRY VETERAN AND strategy consultant, spotting a niche should come easily. And so it has to Patu Keswani, 44, former COO at Indian Hotels and partner at AT Kearney in Delhi, who has turned hotelier with a 53-room budget hotel in Gurgaon. Called Lemon Tree - selected from 1,800 options - the venture, he claims, will offer travelers in India a "high quality, low economy" option that they have been "denied". The first Lemon Tree opens doors, pony-tailed stewards and all, in April, but Keswani, an IIT-IIM-TAS alumnus, is already talking of taking it to 22 cities over seven years. Watch this man.

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