

Lemon Tree intends to tap leisure and pilgrimage destinations

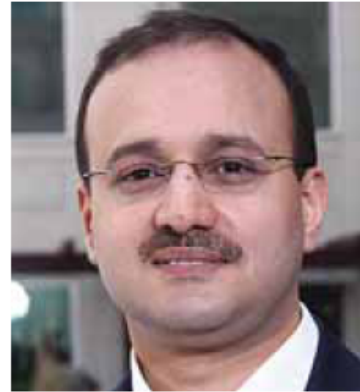
Lemon Tree Hotel (LTH) Company had a great opening to the year 2014 when their flagship hotels in Aerocity got clearance to open end December. "We were the first hospitality company to receive FDI funding, pre-elections, from the Dutch Pension Fund Manager-APG who raised their stake from 6.5 to 13% with us. We also opened three new hotels: Lemon Tree Hotel, Dehradun & Lemon Tree Hotel; Shimona, Chennai, under the management contract space and Lemon Tree Hotel, Gachibowli, in the owned space," informed **Rahul Pandit**, President & Executive Director, The Lemon Tree Hotel Company.

LTH have also signed a management contract for a hotel in Coimbatore, have entered an

agreement with Assotech Realty to manage their premium service apartments in various destinations, and presently have 1200 keys under development in various cities like Shimla, Kolkata, Mumbai and two in Gurgaon.

After the successful mileage received out of the first ever 100 percent Money Back offer, LTH plans to announce many such customer-centric value-for-money offers for the guests in the near future.

With an aim to speedily expand their foot-



Rahul Pandit

prints in India, LTH is entering into destinations of leisure interest or pilgrimage both through the managed hotels way and by owning assets. "It is seen that so far only luxury projects with investments to the tune of 200 crore or more receive infrastructure benefits; we also look forward to the governments' proposed initiative to provide this benefit to the midscale hotel projects with 50 crore worth investment as well so as to encourage and boost this sector," said Pandit.