

Lemon Tree Hotel opens branch



Deputy Managing Director of Lemon Tree Hotel Rattan Keswani in Dehradun on Thursday. A TRIBUNE PHOTOGRAPH

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Lemon Tree Hotel, managed by Carnation Hotels, opened its first branch in the state capital.

Addressing a press conference here today, Rattan Keswani, deputy managing director of the Lemon Tree Hotel Company, said they chose Dehradun because of its close vicinity with the hill stations and religious places.

"Haridwar, Rishikesh and Mussoorie are located near-

by and are one-day trip from the city. Our thrust is on the middle-class segment of society that is growing substantially," he added.

"Dehradun is the gateway to the northern India and holds importance, both as a growing business hub and as a centre point for tourism in the region. We are excited about including this destination in our portfolio and look forward to establish the Lemon Tree Hotels brand in this geography," he added.

"At present, we have 25 hotels across India and intend to become number one hotel company in India by 2025. By bringing out the best of the facilities in our hotels, we wish to change the concept of mid-scale hotels. The repeat percentage of our customers is 35-37 per cent per day," said Keswani.

The hotel has 49 rooms, a round-the-clock cafeteria and a restaurant offering a mix of Indian, European, American and Pan-Asian cuisine.