



KEYS SELECT BY LEMON TREE HOTELS, AMRITSAR IS NOW OPEN

Strengthens North India footprint with brand's third hotel in Punjab

New Delhi, 8th May 2026: Lemon Tree Hotels Limited, one of India's leading hospitality companies, announces the launch of its latest property, **Keys Select by Lemon Tree Hotels, Amritsar.**

This opening marks a significant step in the Company's continued expansion into high-potential cultural and spiritual destinations across India, further strengthening its footprint in North India.

The hotel is located in the heart of the Golden City, offering convenient access to Amritsar's most iconic sites, including the Golden Temple and Jallianwala Bagh, both within walking distance. Positioned to cater to the city's strong pilgrimage and leisure demand, the property also offers seamless connectivity, situated approximately 2.5 km from Amritsar Railway Station and 13 km from Sri Guru Ram Dass Jee International Airport.

The hotel features 50 well-appointed rooms, designed to offer a comfortable and contemporary stay. Guests can enjoy a range of facilities, including Keys Café, an all-day dining restaurant serving Indian and international cuisine, along with in-room dining services. The property also offers a well-equipped boardroom for meetings and a fitness center for recreation.

"The launch of Keys Select by Lemon Tree Hotels, Amritsar, reflects our continued focus on bringing branded, reliable hospitality to India's spiritual and leisure destinations," **said Mr. Vishvapreet Singh Cheema, President, Lemon Tree Hotels Ltd.** "Located in close proximity to the Golden Temple and Jallianwala Bagh, and offering contemporary offerings, the hotel is well positioned to cater to the city's growing tourism and pilgrimage demand, while further strengthening our presence in North India."

Lemon Tree Hotels Limited operates a diverse portfolio of hotels across multiple segments. Keys Select by Lemon Tree Hotels is designed to offer a seamless blend of comfort, convenience, and contemporary design, catering to the evolving needs of today's travellers with warm service and a reliable stay experience.

ABOUT LEMON TREE HOTELS LIMITED

Lemon Tree Hotels Limited (LTHL) is one of India's leading hospitality companies, catering to a wide range of customers – from value-conscious travellers to premium business and leisure seekers. With seven distinct brands – Aurika Hotels & Resorts, Lemon Tree Premier, Lemon Tree Hotels, Red Fox, Keys Prima, Keys Select, and Keys Lite – the group offers experiences across upper upscale, upscale, upper midscale, midscale, leisure, wildlife, and spiritual segments.

LTHL operates 130+ hotels across 80+ cities in India and abroad, with a growing pipeline of 130+ upcoming properties. From metro hubs like Delhi-NCR, Mumbai, Bengaluru, and Hyderabad to tier II & III cities such as Jaipur, Udaipur, Kochi, and Indore – and with an international presence in Dubai, Bhutan, and Nepal – Lemon Tree Hotels delivers exceptional comfort, consistent quality, and a warm, refreshing experience.

Since opening its first 49-room hotel in 2004, the group has grown to 250+ properties (operational and upcoming), becoming a trusted name in hospitality for both business and leisure travellers.

For more details, visit www.lemontreehotels.com

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