



LEMON TREE HOTELS ENTERS ASSAM WITH THE OPENING OF KEYS SELECT BY LEMON TREE HOTELS, CHIRANG

Strengthens Northeast India footprint with first property in the State

New Delhi, 15th May 2026: Lemon Tree Hotels Limited, one of India's leading hospitality companies, announced the opening of **Keys Select by Lemon Tree Hotels, Chirang**. This marks the group's first hotel in Assam and its latest step in building a sustained hospitality presence across Northeast India.

The hotel is managed by Carnation Hotels Private Limited, a wholly owned subsidiary of Lemon Tree Hotels Limited.

Situated on NH-31C, the property is strategically positioned along the Chirang–Bongaigaon corridor, a region steadily emerging as an important commercial and transit hub. Driven by industrial activity, including the Indian Oil Refinery, and its role as a gateway for cross-border trade with Bhutan, the corridor reflects the growing economic and infrastructure momentum shaping the region.

The property also serves as a convenient base for travellers exploring western Assam's natural landscapes and nearby attractions such as Manas National Park and the Indo-Bhutan border. The hotel is located approximately 5 km from New Bongaigaon Railway Station and around 188 km from Lokpriya Gopinath Bordoloi International Airport.

The hotel features 40 well-appointed rooms and suites, thoughtfully designed to offer a comfortable and contemporary stay for business, transit, and leisure travellers. Guests can enjoy a range of facilities including Keys Café, an all-day dining restaurant, Unlock Bar along with in-room dining services. The property also offers banquet and meeting spaces, a fitness centre, a spa and modern amenities designed to cater to corporate events, social gatherings, and extended stays.

Commenting on the new opening, **Mr. Neelendra Singh, Managing Director, Lemon Tree Hotels Ltd.**, said, "We are delighted to make our debut in Assam with Keys Select by Lemon Tree Hotels, Chirang. With our KEYS brand, we introduce to the region, a hospitality experience that our guests throughout India have come to trust. Across every city where Keys Select is present, we have delivered hospitality that is elegant, quality-driven, and accessible without compromise. This opening reflects our continued commitment to bring the same standard of hospitality to Assam, and we look forward to deepening our presence across the region."

With contemporary accommodation, versatile dining options, and modern event facilities, Keys Select by Lemon Tree Hotels, Chirang is well positioned to cater to the region's growing business and transit-driven travel demand.

The opening further expands Lemon Tree Hotels' footprint across Tier-II and emerging markets, reinforcing the group's continued focus on delivering branded hospitality experiences across India's evolving travel landscape.

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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