



LEMON TREE HOTELS SIGNS KEYS PRIMA BY LEMON TREE HOTELS, JAIPUR

Solidifies the company's total city-wide portfolio to six properties

New Delhi, June 8, 2026: Lemon Tree Hotels Limited, one of India's leading hospitality companies, today announced the signing of **Keys Prima by Lemon Tree Hotels, Jaipur** in Rajasthan. The property will be operated under a franchise agreement, further expanding the group's robust pipeline across the region.

This signing marks a significant milestone in Lemon Tree Hotels' regional growth, taking its total portfolio in the state to 23 hotels with 13 operational and 10 upcoming properties.

As a cornerstone of this regional expansion, Jaipur remains a vital market for the group. The addition of this property brings the company's city-wide presence to six hotels, comprising three operational and three upcoming properties, positioning the group to cater to the strong demand generated by Jaipur's cultural heritage, wedding economy, and growing commercial ecosystem.

The hotel will feature 88 well-appointed rooms, a restaurant, banquet and conference facilities, a fitness centre, and modern public spaces catering to both business and leisure travellers.

Commenting on the signing, **Mr. Neelendra Singh, Managing Director, Lemon Tree Hotels Ltd.**, said: "Scaling our footprint to six hotels in the Pink City reflects a deliberate strategy of building strong regional clusters in high-potential markets and reinforces our growing network across Rajasthan. The introduction of Keys Prima in Jaipur broadens our brand portfolio in the city with a distinct, upper-midscale lifestyle offering. Designed for India's evolving class of experience-conscious yet value-driven travellers, it brings together contemporary rooms and vibrant interiors with thoughtful service and curated social spaces. This multi-brand presence allows us to cater to the full spectrum within Jaipur's diverse travel ecosystem."

Strategically located at Swarna Bhoomi, Sirsi Road, near Sirsi Mode, Khatipura, the property enjoys excellent connectivity to key business and transit hubs. The hotel is located approximately 20 km from Jaipur International Airport and around 11 km from Jaipur Junction Railway Station, making it easily accessible via both public and private transport networks.

This signing aligns with Lemon Tree Hotels' asset-light expansion strategy across key cultural, commercial, and leisure corridors, while strengthening the company's presence across tier I, tier II, and emerging urban markets in India.

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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