



LEMON TREE HOTELS DEBUTS IN AJMER WITH THE OPENING OF KEYS LITE BY LEMON TREE HOTELS, AJMER

The opening marks the group's 14th operational hotel in Rajasthan and strengthens its presence in one of India's leading spiritual and heritage destinations

New Delhi, 1st July, 2026: Lemon Tree Hotels Limited, India's largest and fastest-growing mid-scale and premium hotel chain, announced the opening of **Keys Lite by Lemon Tree Hotels, Ajmer**. This marks the brand's debut in the historic city and takes the group's operational portfolio in Rajasthan to 14 hotels, with nine more properties in the pipeline across the state.

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

Keys Lite by Lemon Tree Hotels, Ajmer will feature a total of 31 well-appointed rooms across three categories - Deluxe Room, Executive Room, and Executive Suite - designed to deliver a comfortable and value-driven stay experience. The hotel will commence operations with 24 rooms, with the remaining seven rooms scheduled to open in the second phase. Dining options include Keys Café, a multi-cuisine all-day dining restaurant with seating for 35 guests on the fifth floor and Terrace Café, a distinctive rooftop dining venue featuring a striking skylight and accommodating up to 45 guests. Unlock Bar provides a relaxed setting for evening refreshments and beverages. The property also offers a versatile conference room that can be configured for corporate meetings, conferences, and social gatherings.

Commenting on the new opening, **Mr. Vishvapreet Singh Cheema, President, Lemon Tree Hotels Ltd.**, said, "Destinations like Ajmer are defined by purpose-driven travel, where guests value a comfortable and dependable base that supports the purpose of their visit. Keys Lite by Lemon Tree Hotels, Ajmer is designed to address this need by offering an efficient stay experience at an accessible price point. This opening strengthens our presence in Rajasthan while reinforcing our commitment to serving markets with strong and sustained travel demand with hospitality solutions tailored to the evolving needs of today's travellers."

Conveniently located opposite the city's main bus terminal, the hotel provides easy access to Ajmer's key spiritual and cultural attractions, including the revered Dargah Ajmer Sharif (2.5 km), Ana Sagar Lake (1.5 km), and Ajmer Museum (2.3 km). It also serves as an ideal base for travellers visiting the Brahma Temple in nearby Pushkar, located just 15.5 km away. The hotel is approximately 2 km from Ajmer Railway Station and around 24 km from Kishangarh Airport.

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 140+ 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 270+ 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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