LEMON TREE HOTELS ANNOUNCES THE SIGNING OF KEYS SELECT BY LEMON TREE HOTELS, BAREILLY

Strengthens the group's footprint in Uttar Pradesh with its 26th property in the state

New Delhi, October 13, 2026: Lemon Tree Hotels Limited, a leading name in the Indian hospitality sector, today announced the strategic addition of **Keys Select by Lemon Tree Hotels, Bareilly** to its expanding pipeline.

The property will be operated under a franchise agreement, further expanding the group's presence across the region.

This milestone development marks a deliberate expansion of the Group's network within Uttar Pradesh, strengthening its presence across high-growth, mid-tier commercial hubs throughout North India. With this signing, the Group will have eight operational hotels and 18 upcoming properties in Uttar Pradesh.

Bareilly is rapidly advancing as one of Uttar Pradesh's major urban centers, driven by expanding industrial activity, traditional manufacturing sectors, and its vital role as a key transport nexus for the Rohilkhand region. Positioned along major arterial highways, the city experiences a rising influx of corporate executives, transit operators, and event-driven travelers. This consistent regional activity generates strong demand for branded, high-quality, and reliable accommodations that balance modern corporate utility with exceptional value.

The upcoming hotel will feature **52 well-appointed rooms** tailored to provide a comfortable, contemporary stay. To serve both corporate and local social events, the property will feature a multi-cuisine restaurant, a versatile banquet and conference hall, a modern fitness center and inviting public spaces.

Commenting on the signing, **Mr. Kapil Sharma, Executive Director & CFO, Lemon Tree Hotels Ltd.**, said: "The signing of Keys Select in Bareilly reflects our strategy of expanding into high-potential regional markets where we see sustained demand from business and transit travellers. Through an asset-light approach, we are able to scale our presence across Uttar Pradesh in a capital-efficient manner while strengthening our long-term value creation."

The property offers exceptional transit convenience for domestic travelers, located just 4.9 km from Bareilly Airport (approx. an 11-minute drive) and roughly 12 km from Bareilly Junction Railway Station, ensuring seamless connectivity for arriving guests.

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 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 information, please visit www.lemontreehotels.com and connect with us on Instagram, Facebook and LinkedIn.

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