LEMON TREE HOTELS ELEVATES ITS BRAND PORTFOLIO IN BENGALURU AND HYDERABAD

Three hotels transition to new brand identities, reflecting the company's focus on strengthening portfolio positioning and enhancing guest offerings

New Delhi, 2nd November, 2026: Lemon Tree Hotels Ltd., one of India's leading hotel chains, today announced the strategic brand elevation and repositioning of three key properties across major technology and business hubs in Bengaluru and Hyderabad.

As part of this exercise, following renovation, - Lemon Tree Hotel, Electronics City, Bengaluru is rebranded as **Lemon Tree Premier, Electronics City, Bengaluru**. Similarly, Lemon Tree Hotel, Gachibowli, Hyderabad, will transition to **Lemon Tree Premier, Gachibowli, Hyderabad**. Red Fox Hotel, Hitec City, Hyderabad is rebranded as **Lemon Tree Hotel, Hitec City, Hyderabad**.

Commenting on the development, **Mr. Vishvapreet Singh Cheema, President, Lemon Tree Hotels Ltd.**, said, "Our portfolio strategy is guided by a clear understanding of the markets we operate in and the expectations of our guests. As we continue to grow, it is equally important to ensure that our existing hotels are positioned under the brands that best reflect their offerings and the experiences they deliver. As India's key IT and commercial hubs continue to evolve, so do the expectations of business travellers. Positioning our hotels in Electronic City, Bangalore and Gachibowli, Hyderabad under our upscale Lemon Tree Premier brand, while bringing Red Fox Hotel, Hitec City, Hyderabad under the upper-midscale Lemon Tree Hotel brand, allows us to better align our offerings with distinct customer segments. We have also made substantial investments in renovating these hotels to ensure that their offerings, design and overall guest experience are aligned with the respective brand identities and desired positioning. This realignment strengthens our presence in these important markets and unlocks greater potential from our existing portfolio."

Lemon Tree Premier, Electronics City, Bengaluru offers 175 rooms and suites with three dining options, including Citrus Café, Slounge and Republic of Noodles. The hotel also features conference and meeting facilities, a business centre, a spa, a fitness centre and a swimming pool. Located in Electronics City Phase I, it offers convenient access to the area's prominent corporate and industrial hubs.

Lemon Tree Premier, Gachibowli, Hyderabad features 190 rooms and suites, along with Citrus Café, Slounge and Republic of Noodles. Its facilities include conference and meeting spaces, a business centre, a spa, a fitness centre and a swimming pool. Strategically located in Hyderabad's Financial District, the hotel caters to the city's corporate and technology-driven demand.

Lemon Tree Hotel, Hitec City, Hyderabad offers 121 rooms and suites. The property features Citrus Café, a dedicated conference room, a business centre and a fitness centre. Its location provides convenient access to prominent business parks and IT companies, making it well suited to business travellers visiting the city.

The rebranding is part of Lemon Tree Hotels' continued focus on building a clearly differentiated brand portfolio, with each property positioned to reflect its product offering, service proposition and target guest segment.

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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