

**LEMON TREE HOTELS TO ENTER THE HEART OF NEW DELHI WITH
AURIKA, NEHRU PLACE, NEW DELHI**

Letter of Award for prime land in Nehru Place, New Delhi by DDA

New Delhi, August 15, 2025 – Lemon Tree Hotels Limited is pleased to announce that its material subsidiary Fleur Hotels Limited has been declared as the Successful Bidder vide Letter of Award dated 14.08.2025 in e-auction conducted by Delhi Development Authority (“DDA”) in respect of prime land parcel admeasuring 2.2 acres in the heart of National Capital located at Nehru Place for development and operations of a 5 Star Hotel. The said Hotel shall be developed as “Aurika, Nehru Place”, which will mark the debut of our upper upscale brand in the National Capital Region.

Aurika, Nehru Place is set to become one of Delhi’s largest hotels with **500+ keys**, and will offer elegant rooms and suites, signature dining, expansive banqueting, and best-in-class leisure facilities. Designed on the lines of Aurika, Mumbai SkyCity, it will blend grandeur with a distinctive Delhi flair, catering to both sophisticated business travellers and leisure guests.

This landmark development builds on Lemon Tree’s already robust presence across the NCR, further strengthening its position as a key player in one of India’s most dynamic hospitality markets.

Highlights:

- **NCR Debut** – Aurika enters Delhi, expanding the upper upscale portfolio.
- **Scale & Impact** – 500+ keys, among the city’s largest.
- **Prime Address** – Located in the heart of Nehru Place, with seamless citywide connectivity.

Mr. Patanjali Keswani, Chairman & Managing Director, Lemon Tree Hotels, said: ***“Delhi has always been a strategic focus for us. Aurika’s entry will deliver a luxury experience that’s about living, not just staying – a landmark in style, comfort, and service for the region.”***

Construction begins shortly, reinforcing Lemon Tree Hotels' commitment to expanding in India's most vibrant markets with experiences that inspire, service that delights, and spaces that remain unforgettable.

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.

Serving over 1.5 million guests annually, LTHL operates 110+ hotels across 75+ cities in India and abroad, with a growing pipeline of 120+ 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 230+ properties (operational and upcoming), becoming a trusted name in hospitality for both business and leisure travellers.

About Aurika Hotels & Resorts

Aurika hotels are stylishly elegant yet comfortably informal. With an emphasis on design, these hotels are a reflection of the soul of the destination where they are located and each has its own personality. These hotels feature new-age dining and innovative entertainment options, complemented by invigorating fitness and wellness facilities. Inspiring spaces, flawless delivery and cutting-edge technological solutions ensure that our guests can work, play and relax effortlessly. The company currently has two owned hotels under the Aurika brand at Mumbai Sky City and Udaipur.

The essence of the brand is reflected in 'beyond the unusual'. Service goes beyond the expected and is attentive and personal, yet unobtrusive.

For more details, visit www.lemontreehotels.com