

LEMON TREE GROUP SIGNS LICENSE DEED FOR AURIKA, VARANASI

New Delhi, January 30, 2026 – Lemon Tree Hotels Limited is pleased to announce that its material subsidiary, Fleur Hotels Limited, has entered into a License Deed for a **Heritage Hotel at Varanasi for a term of 28 years**.

Pursuant to this agreement, Fleur Hotels Limited will repair and reconstruct a **Heritage Hotel comprising approximately 47 rooms**, which will be branded as **“Aurika Varanasi”**.

Strategically located right on the ghat adjoining river Ganges, the property is approximately 4 km from Varanasi Junction Railway Station and about 26 km from Lal Bahadur Shastri International Airport, making it easily accessible for both domestic and international travellers.

The upcoming hotel will feature ~ 47 elegant rooms, a restaurant, and other public areas, offering a refined hospitality experience in one of India’s most revered spiritual destinations.

This signing further strengthens Lemon Tree Hotels’ presence in Uttar Pradesh and reinforces its focus on expanding across leisure and destination-led markets, particularly in culturally significant cities with strong tourism potential.

Mr. Patanjali Govind Keswani, Executive Chairman, Fleur Hotels Ltd, said: *“This hotel at Varanasi, which is one of India’s most iconic destinations, blending spirituality, heritage, and tourism, will be the sixth owned/leased hotel under the upper upscale Aurika brand. This signing reinforces Fleur Hotels long term and scalable asset ownership strategy.”*

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 120+ 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 260+ properties (operational and upcoming), becoming a trusted name in hospitality for both business and leisure travellers.

For more details, visit www.lemontreehotels.com

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.

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