



## **LEMON TREE HOTELS EXPANDS FOOTPRINT IN JAMMU & KASHMIR WITH THE SIGNING OF KEYS PRIMA BY LEMON TREE HOTELS, SRINAGAR**

*The 60-room property strengthens the company's regional presence; marks the sixth Lemon Tree Hotel in the Jammu & Kashmir cluster*

**New Delhi, April 2, 2026:** Lemon Tree Hotels Ltd, India's largest mid-priced hotel chain, today announced the signing of Keys Prima by Lemon Tree Hotels, Srinagar. This new addition marks a significant milestone in the company's regional expansion, bringing its total footprint in Jammu & Kashmir to four operational hotels and two properties currently under development.

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

Strategically located just 2 km from Srinagar International Airport and 11 km from the Srinagar Railway Station, the property offers unparalleled connectivity for both fly-in corporate travellers and leisure groups entering the Kashmir Valley.

The hotel will feature 60 well-appointed rooms, a restaurant, banquet hall, conference room and recreational facilities including swimming pool, fitness centre and other areas.

Commenting on the signing, **Mr. Neelendra Singh, Managing Director & CEO, Lemon Tree Hotels Ltd**, said, "Jammu & Kashmir is rapidly evolving into a high-potential leisure market, underpinned by a surge in domestic tourism and significantly improved infrastructure. In destinations like Srinagar, we are seeing a sophisticated shift in traveller expectations as guests are increasingly seeking refined, experience-led stays that offer the reliability of a trusted brand. The introduction of Keys Prima to this market is a direct response to that demand. By expanding state-wide footprint, we are not just adding rooms; we are building a network that offers consistency and quality across India's most iconic travel circuits."

Keys Prima represents Lemon Tree Hotels' elevated midscale offering, blending contemporary design with enhanced service standards. This signing reinforces the company's commitment to capturing demand in high-growth leisure markets while maintaining the operational rigor of its asset-light growth model.

## **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 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](http://www.lemontreehotels.com)