



LEMON TREE HOTELS EXPANDS NORTHEAST FOOTPRINT WITH THE SIGNING OF LEMON TREE HOTEL, JORHAT

Marks the brand's entry into Assam's cultural and tea capital as the group deepens its commitment to Northeast India

New Delhi, 15th July, 2026: Lemon Tree Hotels Limited, one of India's leading hospitality companies, today announced the signing of **Lemon Tree Hotel, Jorhat** in Assam. The property will be managed by Carnation Hotels Private Limited, a wholly owned subsidiary of Lemon Tree Hotels Limited.

This signing marks the group's entry into Jorhat, Assam's cultural capital, and expands its footprint in the state to seven properties which includes one operational hotel and six under development.

Widely recognised as the 'Tea Capital of the World', Jorhat is home to over 135 tea gardens, including renowned estates such as Cinnamora and Gatoonga, as well as the prestigious Tocklai Tea Research Institute. The city also serves as the primary gateway to Majuli, the world's largest river island and a vibrant centre of Vaishnavite culture. Together, its rich heritage, thriving tea industry and growing tourism appeal have positioned Jorhat as one of Northeast India's emerging travel destinations.

The upcoming hotel will feature 70 well-appointed rooms, a restaurant, banquet hall, meeting room, swimming pool, spa, and fitness centre. Designed as a full-service offering, the hotel will cater to a diverse mix of business travellers, tea industry professionals, leisure guests and visitors exploring the region's rich cultural and natural attractions.

Commenting on the signing, **Mr. Vishvapreet Singh Cheema, President, Lemon Tree Hotels Ltd.**, said, "We are delighted to bring the Lemon Tree brand to Jorhat, a city that beautifully combines Assam's rich cultural heritage with its economic significance. Our expansion strategy is focused on strengthening our presence across high-growth regional markets where demand for quality branded hospitality is increasing. This signing reinforces our commitment to Northeast India while enabling us to serve a growing mix of business and leisure travellers with the signature comfort and warm hospitality that Lemon Tree Hotels is known for."

The hotel enjoys convenient connectivity to major transport hubs. Jorhat Airport is approximately 6 km away, while Jorhat Railway Station is around 2.5 km from the property. The hotel is easily accessible by road from key destinations across Assam and the Northeast.

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

For more information, visit www.lemontreehotels.com

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