

Lemon Tree Hotels bestowed with NCPEDP-Shell Helen Keller Award

New Delhi, 3 December 2010:

Lemon Tree Hotels, India's largest chain of moderately priced, upscale, full service business and leisure hotels was bestowed with the prestigious NCPEDP - Shell Helen Keller Award for their belief in equal rights and providing gainful employment to persons with disabilities. Lemon Tree Hotels currently employs 48 differently-abled people across its 13 properties and works closely with experts to arrive at comprehensive and innovative training modules that enable them to perform at par with other employees.

Speaking about the company's philosophy, Mr. Patu Keswani, CMD, Lemon Tree Hotels said, "This year we have been able to achieve a new milestone as our comprehensive guest-contact training program has enabled many of our DAP to seamlessly integrate with the front-end team." Proper training and motivation instills self-confidence, self-reliance and a sense of pride allowing one to overcome every hurdle in life. Lemon Tree Hotels intends to provide gainful employment to 300 differently-abled employees i.e 10% of staff strength by 2012-2013.

India is home to 60 million differently-abled people. Addressing the current scenario, Chief Guest - Hon'ble Home Minister, Shri. P. Chidambaram said "The explosion of communication makes the disabled aware that they are not a burden on the society. They cannot be regarded as the burden on the society. They have a right to lead normal lives. They have a right to demand that they will be recognised as full-fledged right's holding citizens of this country. They are good to participate in every aspect of life."

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About Lemon Tree Hotels

Fresh, spirited and youthful, Lemon Tree Hotels are India's first, largest and finest chain of moderately priced, upscale, full service, business and leisure hotels - the perfect choice for today's discerning traveller looking for high quality accommodation at moderate prices.

Founded in September 2002 by Mr. Patu Keswani, the New Delhi based company is one of India's fastest growing hotel companies. Lemon Tree Hotels currently owns and operates 13 hotels in 10 cities aggregating over 1200 rooms with 1500 employees. 7 more hotels are currently under development.

By 2012, all ongoing projects will be completed and Lemon Tree Hotels will have over 2800 rooms and 3000 employees in 20 hotels across 15 major Indian cities including Delhi, Gurgaon, Kaushambi (East Delhi), Pune, Goa, Indore, Ahmedabad, Aurangabad, Mumbai, Bengaluru, Hyderabad, Chennai, Chandigarh, Alleppey and Shimla.

Lemon Tree Hotels: Giving back to the community

As part of its corporate social responsibility (CSR) program, Lemon Tree Hotels prides itself on its commitment to provide employment to those who are differently abled. The company decided, in its early stages, to put into practice its belief and focused on providing equal employment opportunities to differently-abled people. All these differently-abled people are speech and hearing impaired.

Currently we have 48 differently-abled employees at Lemon Tree Hotels i.e. 3.5% of our employee strength. We intend to increase this to 10% by 2012-2013 i.e. to about 300 employees.

All differently-abled employees are trained to perform at par with other employees. This enables them to not only take care of themselves but also to support their families.

Initially we had assigned our differently-abled employees to back-of-the-house areas such as Housekeeping, Kitchen and Laundry. However, this year we have moved some of them to the front-of-the-house areas and have put these employees through comprehensive guest contact training. They are now a seamless part of the front end team.

In order to achieve its commitment to support the differently-abled, Lemon Tree Hotels works closely with:

- Vocational Rehabilitation Center of Handicapped, Ministry of Labour & Employment, Delhi
- Noida Deaf Society, Noida
- Sanjay School for Handicapped, Goa
- Nirmalya Trust, Pune
- Indore Deaf Friendship Club
- Ahmedabad Blind People Association
- Institute of Deaf & Dumb, Chennai & Chengalpattu
- Enable India, Bengaluru

For more details please log on to www.lemontreehotels.com

About NCPEDP - Shell Helen Keller Awards

Owing to the increased number of unemployed disabled youth in the country, the National Centre for Promotion of Employment for Disabled People (NCPEDP) in association with Shell set up the NCPEDP-Shell Helen Keller Awards in 1999 to reward those organisations and individuals working for the cause of the unemployed disabled youth in the country.

Over the years, these awards have come to be recognized as the most prestigious Indian benchmark for honouring people and organisations which have been working towards promoting employment opportunities for people with disabilities.

The Awards are given away in 3 categories - role model disabled persons, non-disabled role model supporters and companies, organisations or institutions who demonstrate their belief in equal rights and gainful employment for persons with disabilities.

The 2010 awardees include Dipti Bhatia, Deputy Director, Vidya Sagar, Chennai; Mohammed Iqbal, President, People's Action Group for Inclusion and Rights and Sai Prasad Vishwanathan, post graduate student, Indian School of Business.

In category C - Lemon Tree Hotels, Gitanjali Gems Ltd, Sinar Jernih (I) Pvt Ltd and Yum! Restaurant (India) Pvt Ltd.

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