

Lemon Tree Hotels Launches Its 14th Property

Lemon Tree Hotels Launches Its 14th Property - Lemon Tree Hotel, Hyderabad – The Brands Fifth Hotel in South India

Hyderabad, 12th April 2011: Having successfully positioned itself as an independent national chain of upscale, moderately priced business and leisure hotels, Lemon Tree Hotels today launched a 267-room hotel in the heart of HITEC city Hyderabad. The launch marks the brand's 5th property in South India and Lemon Tree Hotels now owns and operates an inventory of 1500 rooms across its 14 properties, pan India.

In the next two years, Lemon Tree Hotels will add 6 hotels to its existing portfolio. By then, with 20 hotels in 15 cities and 2,800 rooms, the company will own over 2% of all hotel rooms in the country.

Speaking on the occasion, Mr. Patu Keswani, Chairman & Managing Director, Lemon Tree Hotels said, “Our profitable growth has been driven by an end-to-end business model which has led to a 60% year-on-year growth in rooms over the past five years. At Lemon Tree, we design, build, own and operate all our hotels. This ensures that our customer's experience is consistent across India.”

Speaking of Lemon Tree's entry into Hyderabad, he elaborated “This is our first hotel in the city. The upbeat business environment and exponential growth of Hyderabad is attractive to our product offering i.e. a world class, affordable and upscale hotel product.”

Lemon Tree Hotel Hyderabad features a state-of-the-art fitness center, the ever-refreshing spa, Fresco, a rooftop swimming pool and a fully equipped business center to address every need of the traveler. The spacious rooms and suites are ergonomically designed for greater comfort to make business on the move productive.

Lemon Tree Hotel Hyderabad not only caters to the inbound traveler but also offers a plethora of innovative dining options to the residents of The 'City of Pearls'. While Kebab Theater showcases the best char grilled and tandoori delicacies from different regions of India, the unique Tea Lounge offers a fine selection of herbal teas and coffees from around the world. The hotel also houses the celebrated and awarded chain of Pan-Asian restaurants - Republic of Noodles; the quintessential lounge bar - Slounge and the ever popular all day dining restaurant - Citrus Café.

A stylish aesthetic and the extensive use of green, yellow and other vibrant colors, creates the signature look. Every Lemon Tree Hotel is unique in character, yet connected by a common thread – fun. Placemats with caricatures, jokes and framed baby tees with smart one-liners, bring to life the brand essence of Lemon Tree.

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