

Lemon Tree: Rapid Growth

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Lemon Tree is one of the fastest growing Indian hotel groups. While 5 Star hotels in India are at par with global competitors, there is a near absence of internationally acceptable mid-market hotels. This gap is now being proficiently filled by the Lemon Tree Hotels chain which operates in the upscale and upscale 'plus' (through Lemon Tree Premier) segment in India. The Lemon Tree Hotels group recently launched Lemon Tree Premier an upscale 'plus' brand that retains the essence of the upscale Lemon Tree. It provides an enhanced product offering with sedan cars for airport transfers; superior in-room amenities; a higher share of top-of-the-line premium rooms; specialty restaurants; iMac terminals in the Business Center; a Life Fitness equipped gym and a rejuvenating spa. Another plus point for the group is their keenness on making Lemon Tree Hotels across the country more eco-friendly. "We strongly believe in conservation of natural resources, and has therefore implemented many eco-friendly processes for energy and water preservation, responsible waste management as well as measures to control water, noise and environmental pollution," said Rahul Pandit, President & COO, The Lemon Tree Hotel Company.

Currently the group has a total of 15 hotels across India, Lemon Tree Hotels operates 12 hotels in Ahmedabad, Aurangabad, Bengaluru, Chandigarh, Chennai, East Delhi, Gurgaon, Goa, Indore, Muhamma – West of Kumarakom and Pune and Lemon Tree Premier operates 3 hotels in Bengaluru, Gurgaon and Hyderabad.

Here we focus on two prominent hotels from the brand-Lemon Tree Hotel, Ahmedabad and Lemon Tree Premier, Ulsoor Lake, Bengaluru.

The Lemon Tree Hotel, Ahmedabad has 99 guest rooms featuring an array of modern conveniences including a flat-screen TV, high-speed WiFi net access and a complete range of toiletries for that lemon-fresh feeling. Located 12 kms from airport (approximately 30 minutes) 6 kms from railway station (approximately 20 minutes) is located near the famous CG road.

This property has just a single restaurant – the Citrus Café – a multi-cuisine coffee shop, Citrus Café (open 18 hours) offers an all day dining menu including Indian, European, American and pan-Asian cuisines. Citrus Café serves a la carte and buffet breakfast. As with all Lemon Tree hotels informative cards with jokes/stories are placed on all the tables in the restaurant. Infact quite a few regular guests look out for tables which have different cards every time they go for breakfast and dinner. Apart from this the jokes on the walls also make an interesting reading.

Another good facility that most Lemon Tree hotels have is a nice collection of DVD's both Hindi and English Movies including some Oscar winning Hollywood movies. Also as with most Lemon Tree hotels, this hotel also offers a separate ladies floor with a range of in-room amenities, especially designed for lady travelers. The hotel offers High-speed WiFi net access. While in room its only 30 minutes complimentary per day, at business center it is complimentary 24x7. The hotel has a small but nice fitness center.

For the MICE segment Lemon Tree Hotel, Ahmedabad has 750 square feet of flexible space for a range of business meetings and corporate conferences. The Tangerine can seat up to 60 theater style, 40 classroom style and 25 U-shape. They have an array of amenities, including high-speed WiFi net access, a surround sound system, a built-in LCD projector with an automated screen, large screen television with attached DVD player and a flip chart and white board.

Lemon Tree has two hotels in Bengaluru – one on St. John's Road in the Central Business District (just off M.G. Road) and the other in the IT hub of Electronics City.

The Lemon Tree Premier, Ulsoor Lake is located in the centre of the city on St. John's Road just 5 minutes away from M.G. Road. The hotel is located 33 kms from the international airport and 5 kms from the railway station. Being in the Premier category this property has 188 stylish rooms and suites. The rooms are quite spacious especially the suites which have a separate sitting area and also a microwave oven. All rooms are ergonomically designed.

The hotel has a well equipped fitness gym. They also have a nice spa, Fresco that provides various types of massages. There's also an outdoor swimming pool. Designed as a mini-office, our Business Center features a colour and black-and white laser printer, scanner, a Macintosh machine and workstation with TFT screens.

For the taste buds there's the Citrus Café a 24x7 multi-cuisine coffee shop providing all day dining menu including Indian, European, American and pan-Asian cuisines. The Slounge (a new name coined by Lemon Tree Hotels) is a recreation bar and lounge. At Slounge can take a go at the play station, enjoy a game of chess and carom, or shoot pool as they listen to music and sip a drink. The 'sloungilicious' menu offers pan-Asian and international cuisine. Lemon Tree Hotels celebrated restaurant Republic of Noodles provides Vietnam, Singapore, Cambodia, Indonesia and Burma. Republic of Noodles has been awarded as one of Asia's finest restaurants by the Miele Guide, a regional guide book to restaurants in Asia. It has also won the Times Food Award, for two consecutive years, at the resort in Goa.

On the MICE front the hotel conference room can seat up to 80 theater style, 48 classroom style and 42 U-shape. The board room seats 10 people.

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