



Lemon Tree Hotels signs a new property in Srinagar

New Delhi, 20th September 2024: Lemon Tree Hotels announced its latest signing – Keys Select by Lemon Tree Hotels, Srinagar. The property, which shall be managed by Carnation Hotels Private Limited, a wholly-owned subsidiary of Lemon Tree Hotels Limited, is expected to open in FY 2026.

Srinagar, the summer capital of the Indian union territory of Jammu and Kashmir, is known for its stunning natural beauty. Situated in the Kashmir Valley, along the banks of the Jhelum River, Srinagar is famous for its picturesque landscapes, including the iconic Dal Lake and Nigeen Lake, which feature traditional houseboats and Shikara rides. The city is also known for its Mughal gardens, such as Shalimar Bagh and Nishat Bagh, showcasing beautiful terraced lawns and fountains. With a rich cultural heritage and a blend of Kashmiri, Mughal, and Persian influences, Srinagar is a popular tourist destination.

Keys Select by Lemon Tree Hotels, Srinagar will feature 40 well-appointed rooms, two restaurants, a meeting room, and a fitness center. The Sheikh Ul Alam International Airport is about 9 kms from the property. The hotel is also well connected by roadways for both public and private transport.

Mr. Vilas Pawar, CEO — Managed & Franchise Business, Lemon Tree Hotels said on the occasion, *"We are excited to share the expansion of our portfolio in Srinagar, where we currently have one existing property. This addition will complement our existing four hotels and one upcoming property in the state."*

ABOUT LEMON TREE HOTELS LIMITED

Lemon Tree Hotels Limited (LTHL) is one of the largest hotel chains in India, and owns/leases/operates/franchises hotels across the upscale, upper-midscale, midscale and economy segments. LTHL delivers differentiated yet superior service offerings, with a compelling value proposition. The group offers seven brands to meet guests' needs across all levels, viz. Aurika Hotels & Resorts, Lemon Tree Premier, Lemon Tree Hotels, Red Fox by Lemon Tree Hotels, Keys Prima by Lemon Tree Hotels, Keys Select by Lemon Tree Hotels and Keys Lite by Lemon Tree Hotels.

LTHL opened its first hotel with 49 rooms in May 2004. Today, the company has a portfolio of 180+ hotels, which includes over 110+ operational hotels and more than 70 hotels set to open in India and internationally. Lemon Tree Hotels are

located across metro regions, including the NCR, Mumbai, Kolkata, Bengaluru, Hyderabad and Chennai, as well as numerous tier I, II and III cities such as Pune, Ahmedabad, Chandigarh, Jaipur, Indore, Aurangabad, Udaipur, Visakhapatnam, Kochi, Ludhiana, Thiruvananthapuram, Vijayawada etc. The company expanded internationally with hotels opening in Dubai in December 2019, in Bhutan in February 2020 and in Nepal in April 2024.