

Published Date:	Wednesday 31st July, 2019	Publication:	Food and Hospitality World [National]
Journalist:	Akshay Nayak	Page No:	12
MAV/CCM:	59,500/70	Circulation:	30,000

# Lemon Tree Hotels to unveil new upscale brand 'Aurika' in H2 FY 2019-20

**Akshay Nayak**  
Mumbai

ON THE sidelines of the launch event of the recently opened Lemon Tree Premier – Mumbai International Airport, India's leading midscale hotel chain brand Lemon Tree Hotels' CMD Patanjali Keswani said that the company will soon unveil its new upscale brand 'Aurika'. It will debut in Udaipur. The 140-key property is owned by Lemon Tree Hotels and will open in the next 3-4 months, he said. "The second Aurika branded hotel will be a 670-key property which is under construction and will open near the Mumbai International Airport. The Aurika hotel in Mumbai will be convention centre hotel, with hall of size –

10000 sq ft," added Keswani.

Lemon Tree currently has a supply of 5300 keys pan India and is having an additional 3000 keys in the pipeline to be opened in various locations in the country. The company will be overriding 14 per cent of the total branded rooms inventory in midscale hotel segment market in the country in the coming few years, Keswani informed. "We operate one of every five rooms in Hyderabad, which is a very important market for us," he added.

Following the launch of a Lemon Tree Premier branded hotel in Pune, Lemon Tree Premier – Mumbai International Airport property marks the homegrown hotel company's second hotel in the upper midscale segment branded in Maharashtra, and



Patanjali Keswani

third pan-India. The first Lemon Tree Premier opened in Gurgaon. Speaking about the newly opened Lemon Tree Premier – Mumbai International Airport, Keswani said,

"Mumbai is a key market for us and a prominent destination both for business and leisure travellers. The hotel is strategically located near Chhatrapati Shivaji International Airport and in the midst of one of Mumbai's commercial hubs."

Strategically located in Mumbai's Business hub of Andheri East, Lemon Tree Premier Mumbai International Airport aims to target both, business and leisure travellers as well as the local corporate segment. Located on Andheri Kurla Road, the 303-key property is in close proximity to key hubs like SEEPZ, Bombay Exhibition Centre, Maharashtra Industrial Development Corporation (MIDC).

The hotel offers rooms in

five categories from standard rooms to studio styled rooms for long-stay guests. Additionally, the hotel also provides over 3100 sq ft of banqueting and meeting space. The other amenities at the hotel include a swimming pool, gym, and a spa – Fresco.

The F&B fare at Lemon Tree Premier Mumbai International Airport also takes both resident guests and walk-in guests on a culinary tour with its three diverse food outlets on offer. Republic of Noodles – serves select street foods from pan-Asia, while Citrus Cafe is the 24x7 multi-cuisine restaurant. Slounge is ideal to relax at in the evenings with a drink handy and delectable bar snacks to either enjoy a match or the live band.