

Carnation Hotels to enter Tiruchirappalli (Trichy)

Sign-up for the budget Red Fox Hotel by Lemon Tree

New Delhi- May 7, 2015: Carnation Hotels, the hotel management joint venture partner of Lemon Tree Hotels has signed an operating agreement for the groups' first, managed Red Fox Hotel with M/s N. Krishnasamy & Sons.

Red Fox Hotel, Tiruchirappalli will have 70 rooms and will cater to the transient guests to the city. The hotel is located on Rockins Road in the cantonment area and is presently run by the owning company. The hotel will be extensively refurbished and renovated by Lemon Tree Hotels' in-house project management company, Grey Fox, and is expected to open its doors to guests in October, 2016.

The management agreement between Carnation Hotels and M/s N. Krishnasamy & Sons was signed by Rattan Keswani, Co-Promoter and Chairman, Carnation Hotels & Dy. Managing Director, Lemon Tree Hotels and K. Madhu, Director of the owning company. This is Carnation Hotels' second contract with K. Madhu, the first being Lemon Tree Hotel; Shimona in Chennai, which was signed last year.

Speaking on the occasion, Rattan Keswani, Chairman, Carnation Hotels said, *"Trichy has always been a landmark city in the history of Tamil Nadu. Presently the fourth largest city located close to many tourist attractions like the Rockfort, the Ranganathaswamy temple at Srirangam and the Jambukeswarar temple at Thiruvanaikaval, Trichy is also an important educational hub and the energy equipment and fabrication capital of India. It attracts a lot of leisure and business travelers. We are excited about including it in our portfolio and are delighted to partner with N. Krishnasamy & Sons for their second project with us."*

Lemon Tree Group operates 3 brands - Lemon Tree Premier (upscale), Lemon Tree Hotels (midscale) & Red Fox Hotels (economy) and currently owns and operates 26 hotels in 15 cities aggregating 3000 rooms with 3500 employees. The group already has multiple hotels in South India in Kerala in Muhamma, Bengaluru, Chennai and Hyderabad. Apart from this hotel in Trichy, the group is currently constructing another hotel in Coimbatore, Tamil Nadu.

K. Madhu, Director, N. Kishnasamy & Sons stated, *"We are pleased to bring Red Fox Hotel to Trichy. Our past experience with Lemon Tree Hotels has been excellent and this encouraged us to once again partner with India's fastest growing hotel chain and bring its world class management, in the city. With Lemon Tree's expertise by our side, we are sure to delight the discerning business and leisure travelers visiting our city."*

N. Krishnasamy group has interests in hotels and real estate in Trichy and Chennai. The group verticals are also co-developing residential projects with a leading real estate developer of South India.

About Carnation Hotels

Carnation Hotels has been set up in 2012 with **Rattan Keswani** at the helm as Co-Promoter and Chairman. Rattan brings with him three decades of experience with The Oberoi Group and was last President of eleven Trident Hotels in India.

Carnation Hotels is a joint venture with Lemon Tree Hotels, founded in September 2002 by Patu Keswani. Currently, Carnation Hotels manages 4 hotels across two brands – Lemon Tree Hotels and Lemon Tree Premier – in Jaipur, Ahmedabad, Chennai and Dehradun and close to 1000 rooms both being managed presently or under development.

The New Delhi based company – Lemon Tree Hotels currently owns and operates 26 hotels in 15 cities aggregating 3000 rooms with 3500 employees. This speedy growth has currently made the group the 3rd largest by owned rooms with venture capital participation from global private equity firm Warburg Pincus, diversified Japanese financial institution Shinsei Bank, one of India's first private equity funds Kotak Realty Fund and Dutch pension fund asset manager APG.

By 2017-18, Lemon Tree will own and operate over 8000 rooms across 30 hotels in Ahmedabad, Aurangabad, Bengaluru, Chandigarh, Chennai, Coimbatore, Dehradun, Ghaziabad, Gurgaon, Goa, Hyderabad, Indore, Jaipur, Kolkata, Muhamma (Kerala), Mumbai, New Delhi, Pune, Shimla, Udaipur and Vadodara. To know more, visit lemontreehotels.com.

About N. Krishnasamy & Sons:

N. Kishnasamy and Sons Pvt. Ltd. are an entrepreneurial family from Trichy. They have interests in hotels and residential real estate in South India. The Trichy hotel is an iconic hotel, presently, run as a part of the family's business. The group verticals are also co-developing residential real estate on old Mahabalipuram Road in joint venture with a leading developer of South India.