

March 15, 2019

National Stock Exchange of India Limited Exchange Plaza, C-1, Block G Bandra Kurla Complex Bandra (E), Mumbai – 400 051 BSE Limited Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001

NSE Scrip Symbol: LEMONTREE

BSE Scrip Code: 541233

Ref: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosures Requirements) Regulations, 2015, we would like to inform you that the management of Lemon Tree Hotels is scheduled to meet Institutional Investors at Kotak Institutional Equities India Investment Forum to be held at Hongkong and Singapore on Monday, March 18, 2019 and Tuesday, March 19, 2019 respectively.

Also find attached herewith the Corporate Presentation, which would be discussed during the Investors meet.

The above is for your record.

Thanking You

For Lemon Tree Hotels Limited

Nikhil Sethi

Group Company Secretary & GM Legal

& Compliance Officer

March 2019



Lemon Tree Hotels Limited

Corporate Presentation







Disclaimer

Certain statements in this communication may be 'forward looking statements' within the meaning of applicable laws and regulations. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

Lemon Tree Hotels Limited (LTH) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.







Lemon Tree Premier, Delhi Airport



Lemon Tree Premier, Jaipur

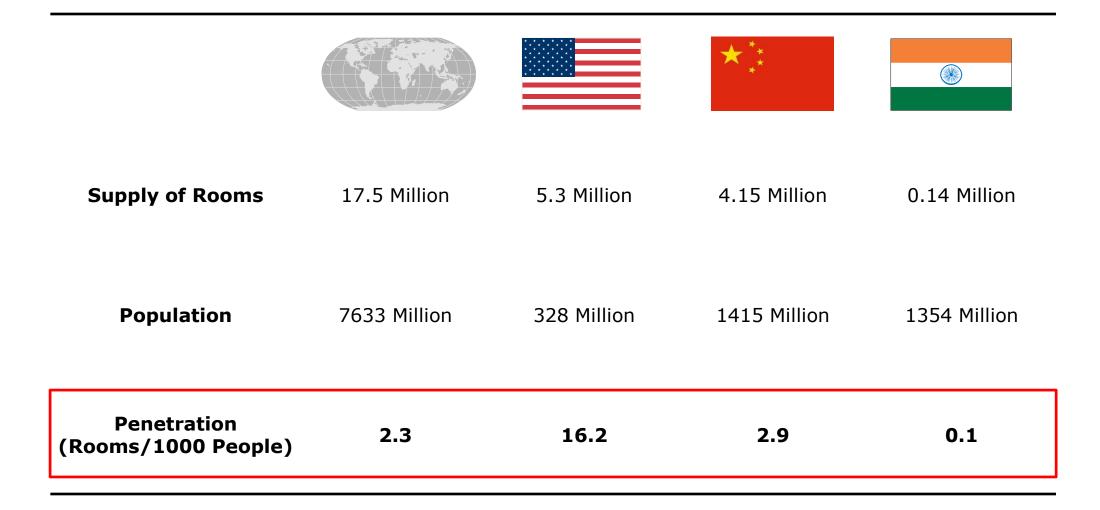


Lemon Tree Premier, City Center, Gurgaon

Attractiveness of Indian Hotel Industry



India: A comparatively under-penetrated hotel market



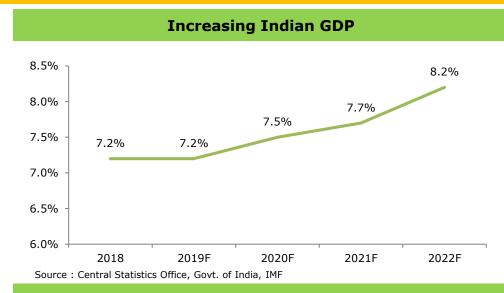


Supply of rooms in India's hotel industry was primarily at the top-end

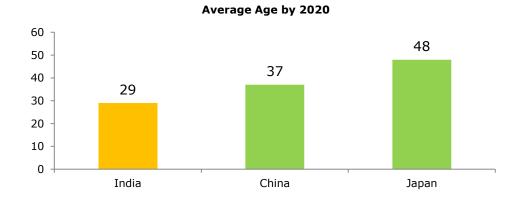
When Lemon Tree commenced business in 2002, India's Hotel industry was an inverted pyramid 2002* 2018* No. of rooms No. of rooms Luxury and Upper Upscale refers to Luxury-15,052 50,000 top tier hotels generally referred to **Upper Upscale** as five star, deluxe and luxury Upscale hotels more moderately positioned and priced, than top tier 28,800 4,661 **Upscale** hotels and generally classified as four or even five star hotels Upper Midscale hotels are more moderately positioned and priced Upper than upscale hotels and may be full 4,458 28,700 Midscale service or even select service hotels; these are generally classified as four star and sometimes three star hotels Midscale hotels are typically three star hotels with distinctly moderate Midscale & room sizes, quality and pricing 1,895 34,000 **Economy** Economy Hotels are typically two star hotels providing functional accommodations and limited services



Significant drivers for hotel industry growth in India

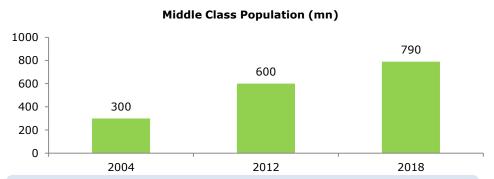


Rise in young population



64% of India's population is expected to be in the working age population by the fiscal year 2021

Growing middle class population



Middle class population in India is likely to overtake that of US and China by 2027

Source: World Economic Forum

Higher spending

Increased income levels expected to create additional discretionary spending capacity for the individuals

Improved road and air connectivity

Growth in domestic travel in India in forms like business travel, leisure travel, MICE visitation, wedding, social travel, medical, wellness, sports, eco-tourism, film, rural & religious tourism etc.

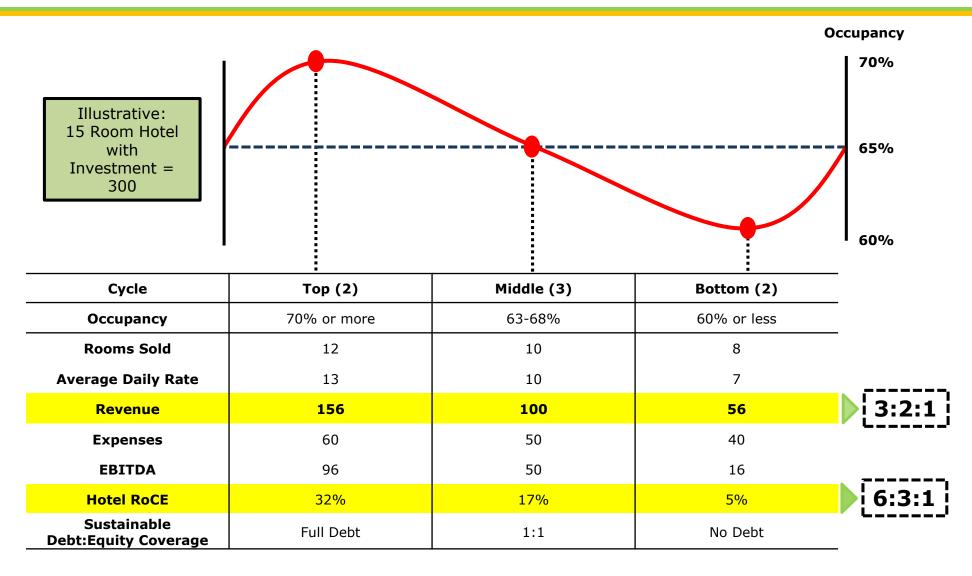
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Source: Horwath Report

Source: Union budget and economic survey 2013

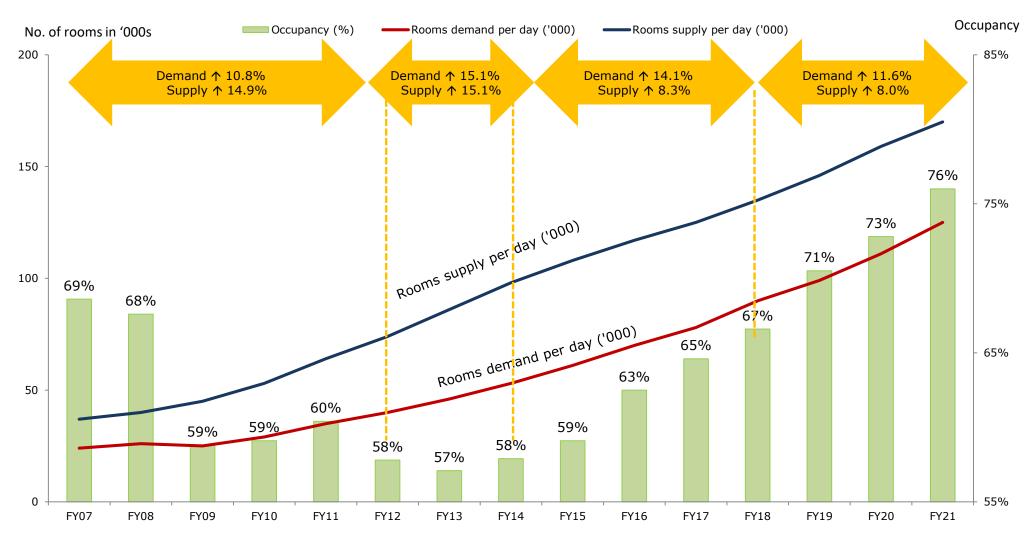
The hotel business cycle





Indian hotel industry is at an inflection point

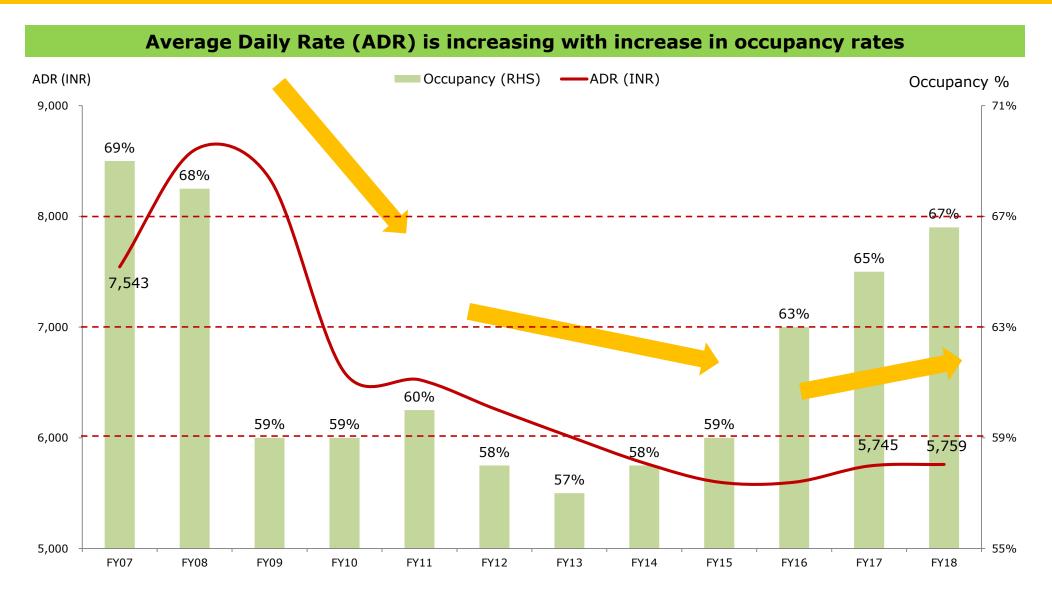
Slowing supply and rising demand is expected to increase occupancy





Source : Horwath Report, Hotelivate Trend and Opportunities Report 2018

Increasing occupancy leading to increase in room rates







Lemon Tree Hotel, Aurangabad



Lemon Tree Hotel, Gachibowli, Hyderabad



Lemon Tree Hotel, Vadodara

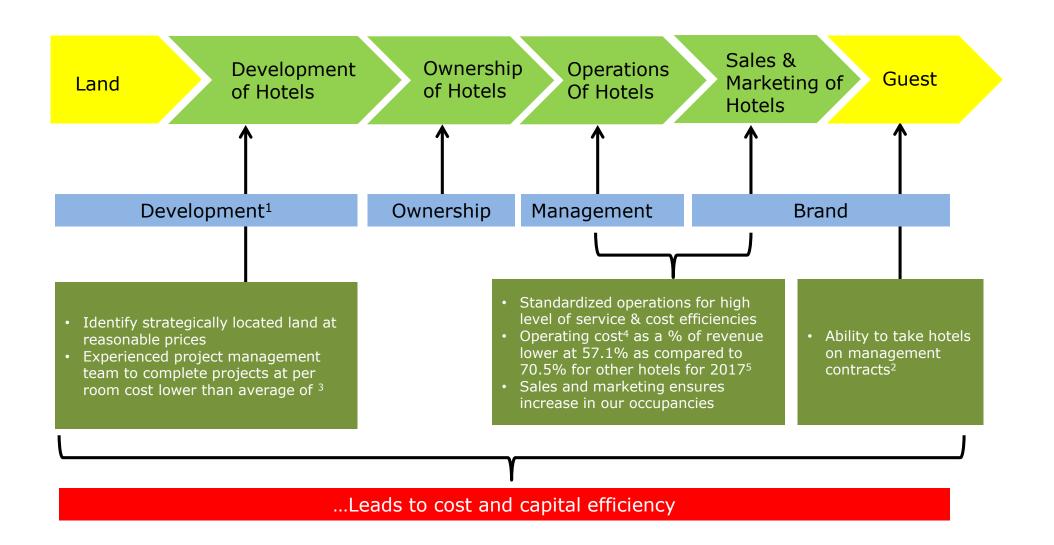
Differentiated business model of Lemon Tree (LTH)



Presence across value average development cost per room

Lower than industry average development cost per room

Focus on culture & service differentiation with focus on domestic travellers



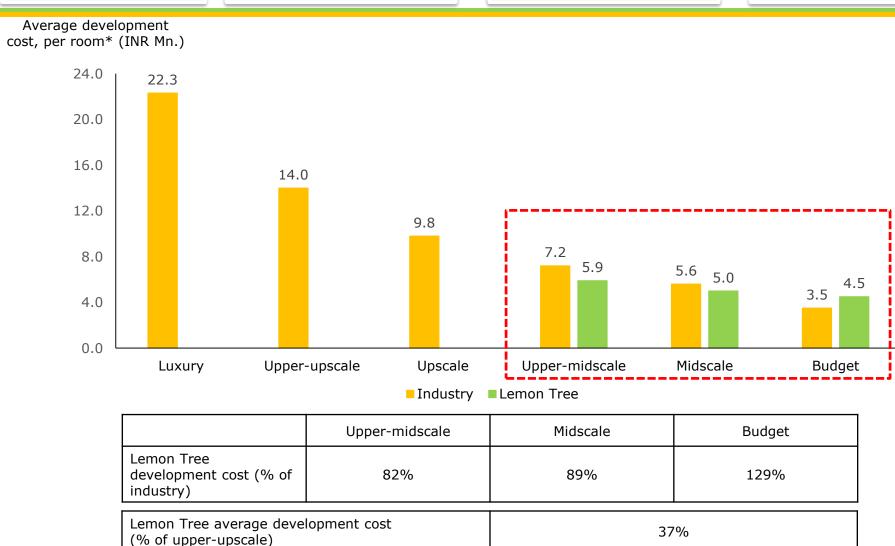


- Note: 1. Through subsidiary Grey Fox Project Management
 - 2. Through subsidiary Carnation
 - 3. For Select Hotels for the same period, according to a survey conducted by HVS (India 2016 Hotel Development Cost Survey)
 - 4. For owned and leased hotels
 - 5. Source: FHRAI-Indian-Hotel-Survey-2016-17

Presence across value chain

Lower than industry average development cost per room ^

Focus on culture & service differentiation with focus on domestic travellers



^ Lemon Tree's average development cost per room (excluding the cost of land) for owned hotels developed between 2011 and 2015 was lower than the average of select hotels in the respective hotel segments for the same period





- Ranked 4th in India and only Hotel chain in top 10 Best Companies to Work for by the Great Place to Work Institute, India in 2017
- Ranked 12th in Asia's Best Large Workplaces in 2018 by Great Place to Work Institute. Only Indian company in top 15
- The highly engaged work force provides superior service to customers

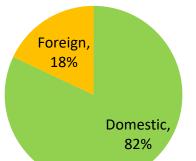
Superior service leads to higher Customer Satisfaction as demonstrated by TripAdvisor recognition

Focus on Domestic Customers

FY18

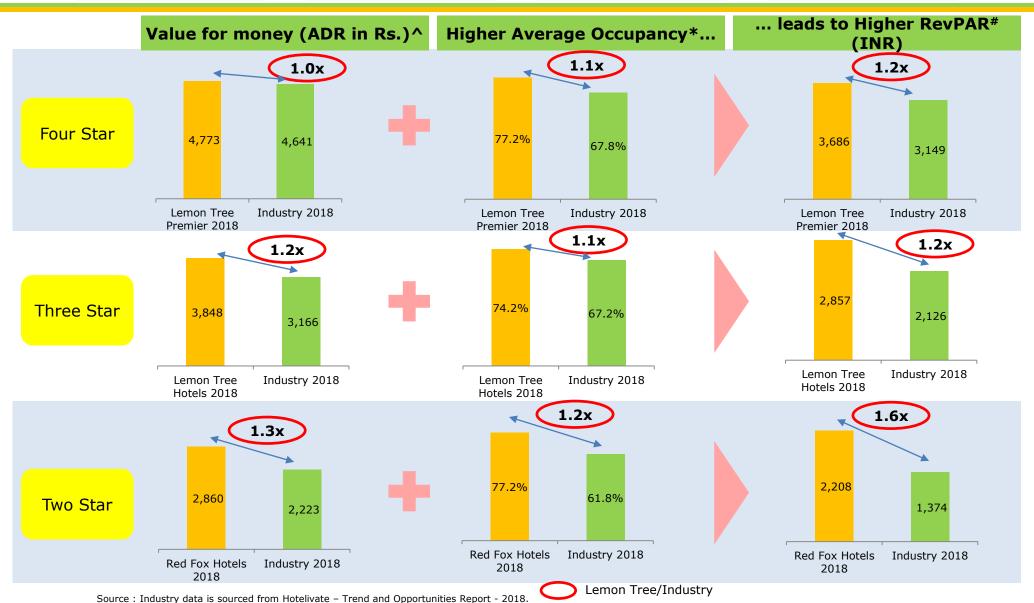


26 out of 41 hotels (which were operational for at least a year and were eligible for receiving this recognition) were awarded the TripAdvisor Certificate of Excellence for 2018



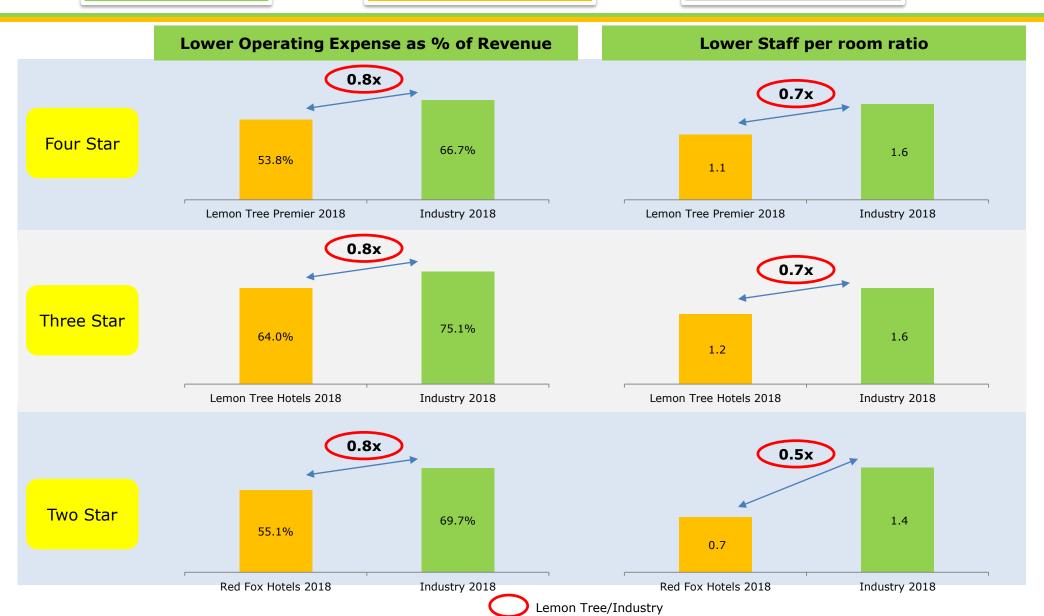








^ Average Daily room rent; *Average occupancy represents the total number of room nights sold divided by the total number of room nights available at a hotel or group of hotels; #RevPAR is calculated by multiplying ADR and average occupancy, where ADR represents revenue from room rentals divided by total number of room nights sold at our owned and leased hotels (including rooms that were available for only a certain portion of a period); Industry 2017 data is for all participating hotels in respective hotel segment







Lemon Tree Hotel, Coimbatore



Lemon Tree Premier, City Center, Gurgaon

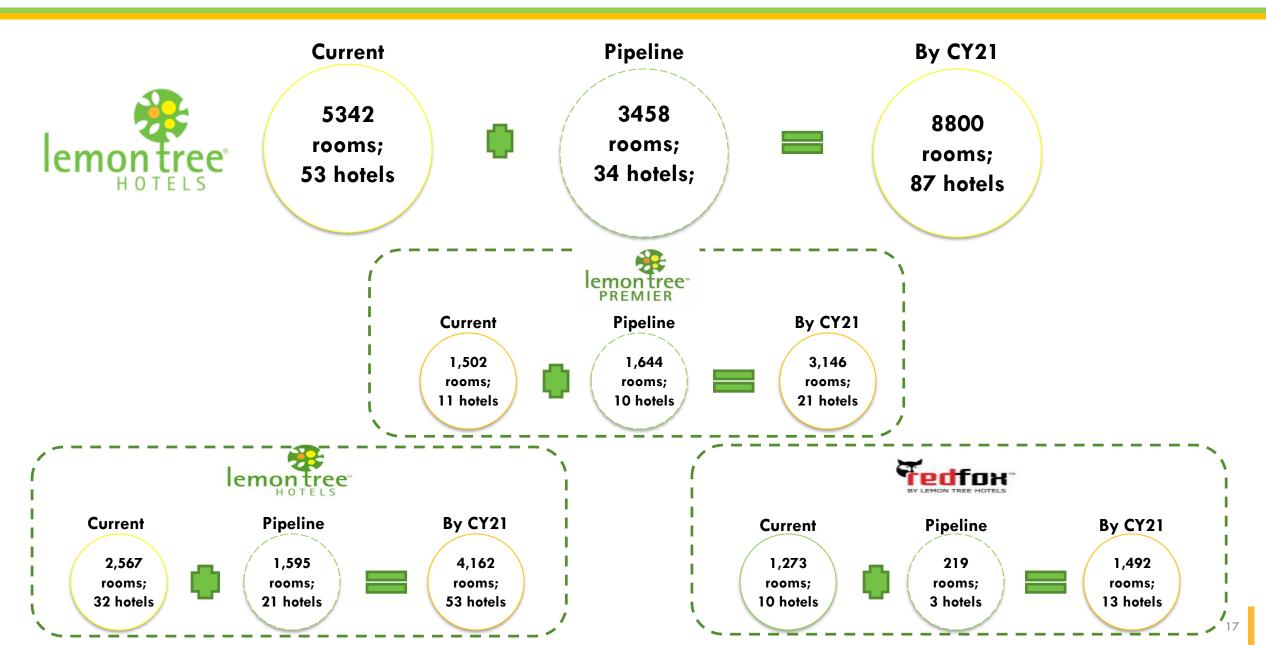


Lemon Tree Vembanad Lake, Alleppey, Kerela

Company Overview and Growth Plans







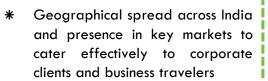


	Key Statistics						
		Q3 FY18	Q2 FY19	Q3 FY19	31st Jan FY19		
	Cities	27	31	31	32		
HOTEL	Hotels	42	50	52	53		
们	Rooms	4516	4999	5291	5342		
lemontree smiles	Loyalty Members	663,095	835,732	889,080	908,726*		

^{*} The number has grown to 927,246 as of 28^{th} Feb 2019

Strategically positioned in key geographies with Lemon Tree share of total midpriced hotel sector



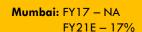


- Hotel operations in each of the top 10 markets in India (based on hotel inventory)
- Focus in key micro markets to address demand and optimize pricing
- Hotels at locations with high barrier-to-entry such as close to major business centers, airports etc.
- International hotels-(Hotels/Rooms)
 - Bhutan: 2 / 65

Kathmandu : 1/75 Dubai : 1/114

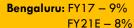














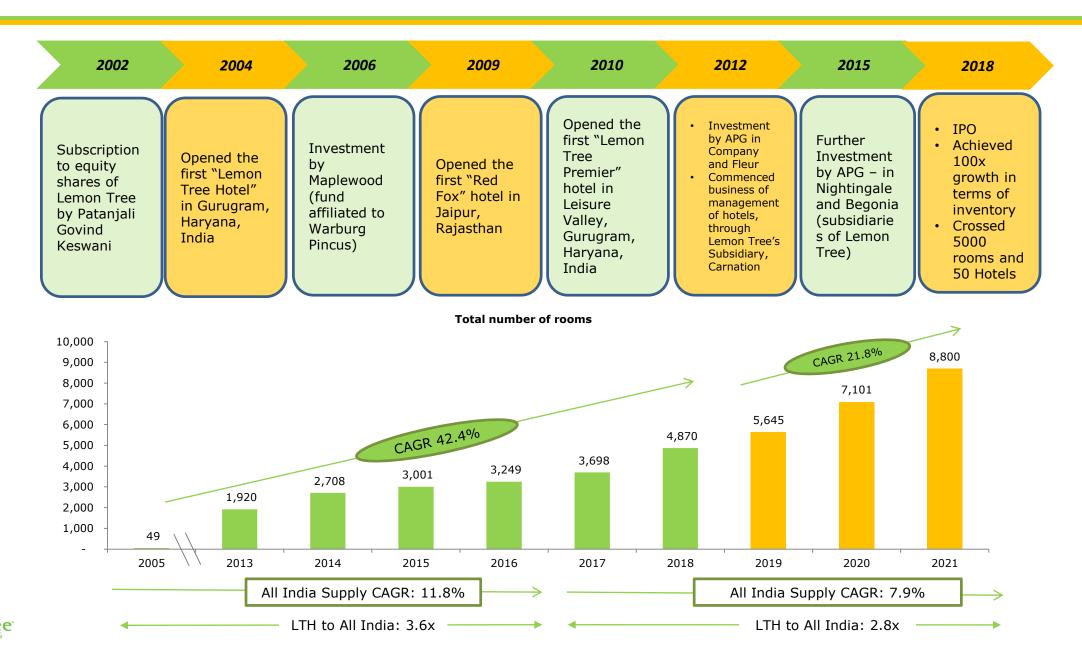
Delhi NCR: FY17 - 14% FY21E - 16%

Kolkata: FY17 - NA FY21E - 8%

Hyderabad: FY17 - 24% FY21E - 21%

Chennai: FY17 - 5% FY21E - 4%

Milestones







Lemon Tree Amarante Beach, Goa



Lemon Tree Premier, Corbett



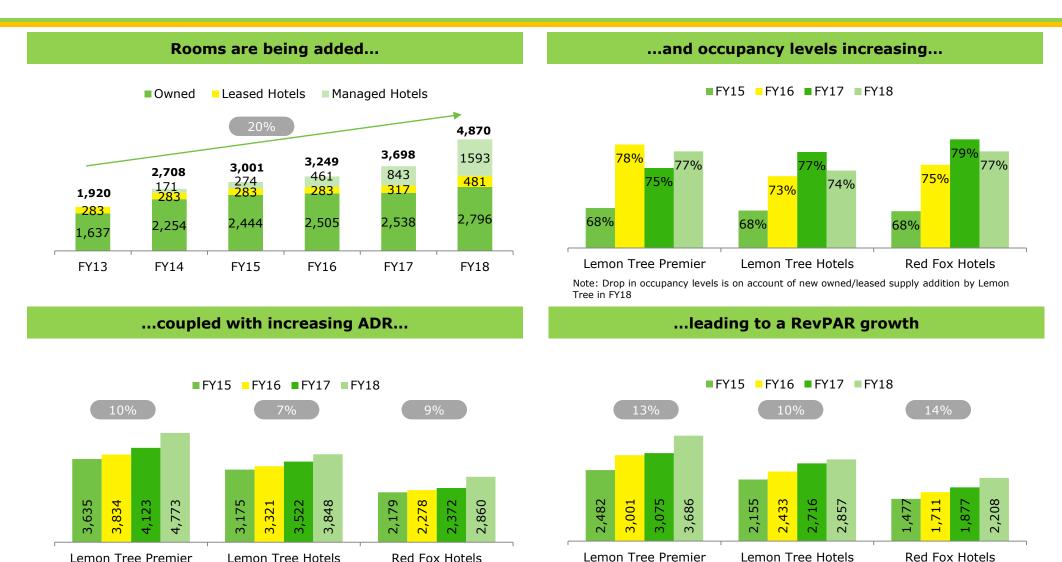
Lemon Tree Premier, Hyderabad

Strong Operating and Financial Performance



Strong operating performance

Lemon Tree Premier



Lemon Tree Premier

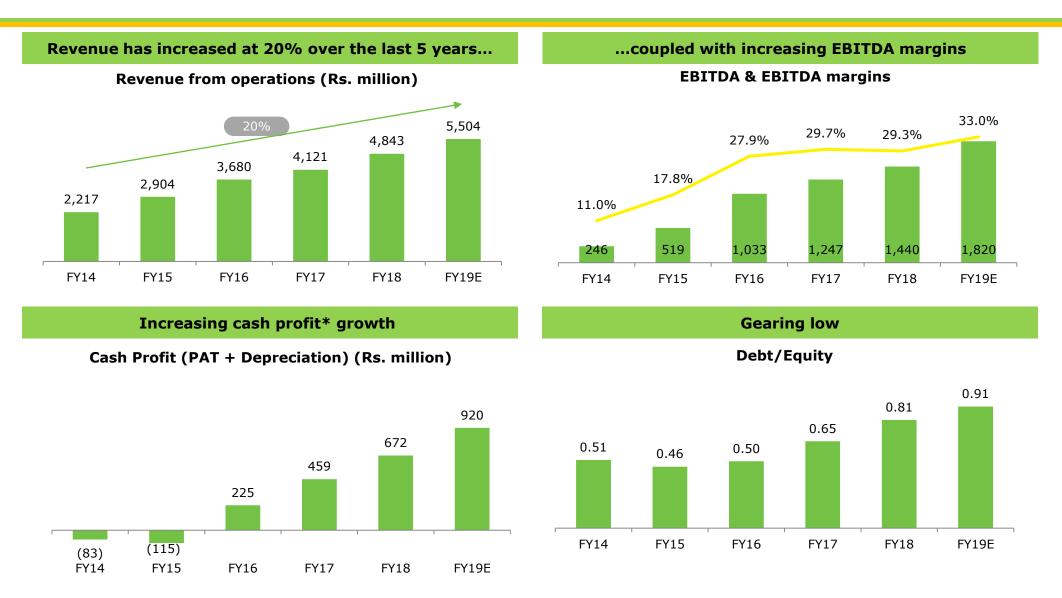
Lemon Tree Hotels

Red Fox Hotels

Lemon Tree Hotels



Strong Growth and improving margins







Parameters	Financial year	Adult Hotels (Stable - older than 3 years)	Toddler Hotels (Stabilizing - between 1-3 years old)	Infant Hotels (New - less than 1 year old)	Under-development hotels	
	FY18	21	3	4	7	
Hotels	FY17	21	3	-		
Operating Rooms	FY18	2,727	1281	422	1,525	
(year-end)	FY17	2,727	1061	-		
• • • • • • • • • • • • • • • • • • •	FY18	77.6%	61.5%	66.0%	Deep demand markets (high occupancies)	
Occupancy Rate (%)	FY17	77.5%	51.6%	<u>-</u>		
Average Daily Rate	FY18	3,900	5,274	3,422	1.5x of Adult Hotels in that year*	
(Rs.)	FY17	3,411	5,302	-		
Hotel level	FY18	0.67	0.49	0.15	High*	
EBITDAR ² /room (Rs. million)	FY17	0.62	0.32	-		
Hotel level EBITDAR ²	FY18	44%	36%	15%	High*	
Margin (%)	FY17	43%	32%	-		
Hotel level ROCE*3	FY18	12%	6%	(1%)	2.0x of Adult Hotels in	
(%)	FY17	11%	6%	-	that year*	

Notes: * Hotel level ROCE for hotels older than 5 years is 13% for FY18.

^{1) 22} rooms were added in Lemon Tree Wildlife resort, Bandhavgarh which were operational from November-2017

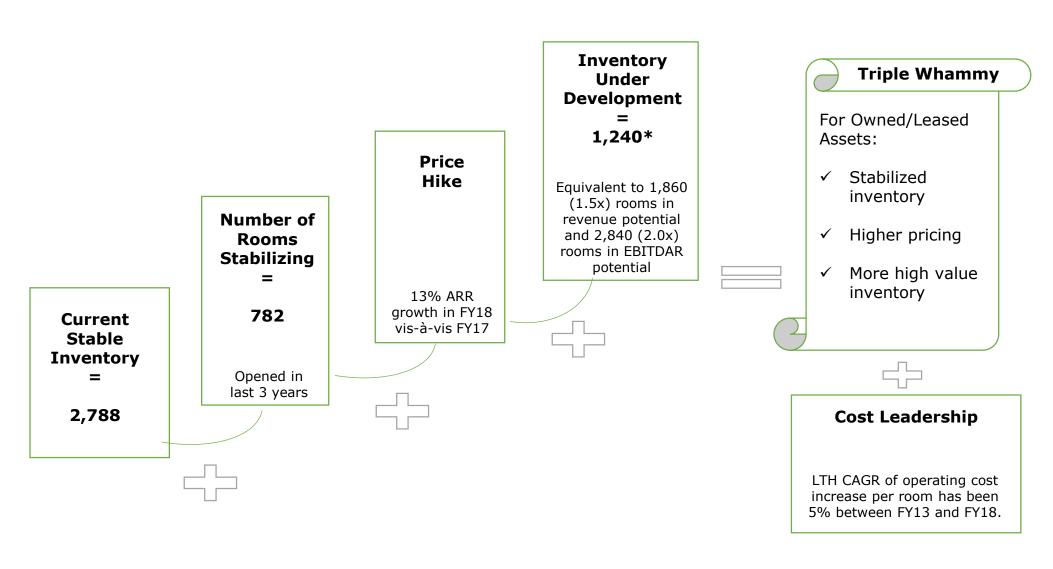
²⁾ Hotel level EBITDAR measures hotel-level results before lease rentals, debt service, depreciation and corporate expenses of the owned/leased hotels, and is a key measure of company's profitability

³⁾ Hotel level RoCE is calculated as : (Hotel level EBITDAR - lease rentals)/Capital deployed for operational owned & leased hotels.

⁴⁾ Full year numbers will be updated on annual basis.

^{*} Post stabilization.

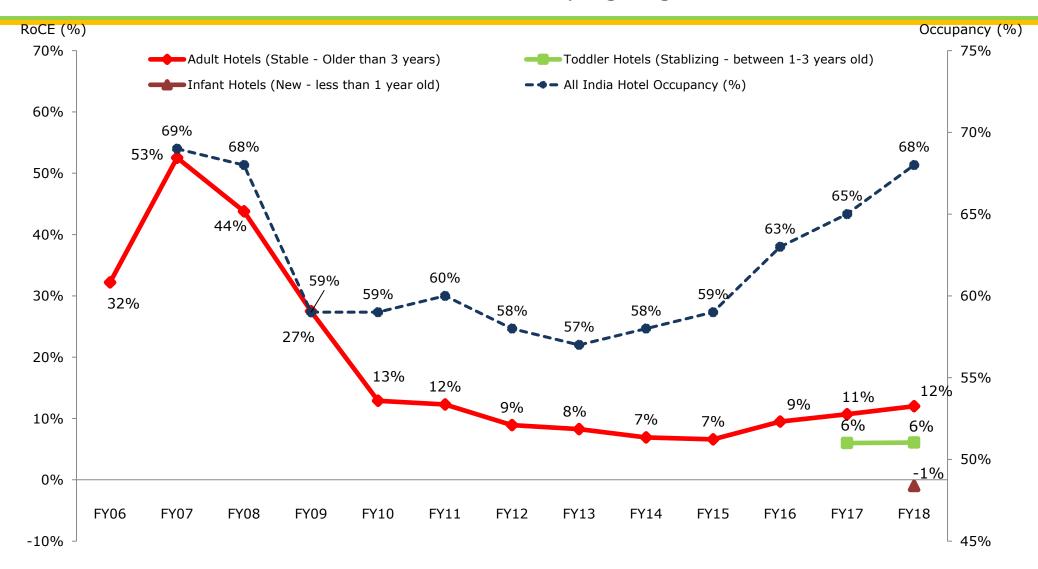
Key levers to drive better results





^{*} Of these 1,240 rooms, currently 577 rooms are from Lemon Tree Premier, Mumbai International Airport. LTH is in the process of applying to convert some commercial spaces in this hotel' to rooms. This will increase the hotel's inventory by 92 rooms to 669.

Lemon Tree Hotels RoCE: Hotel Buckets by ageing as on 31st March, 2018





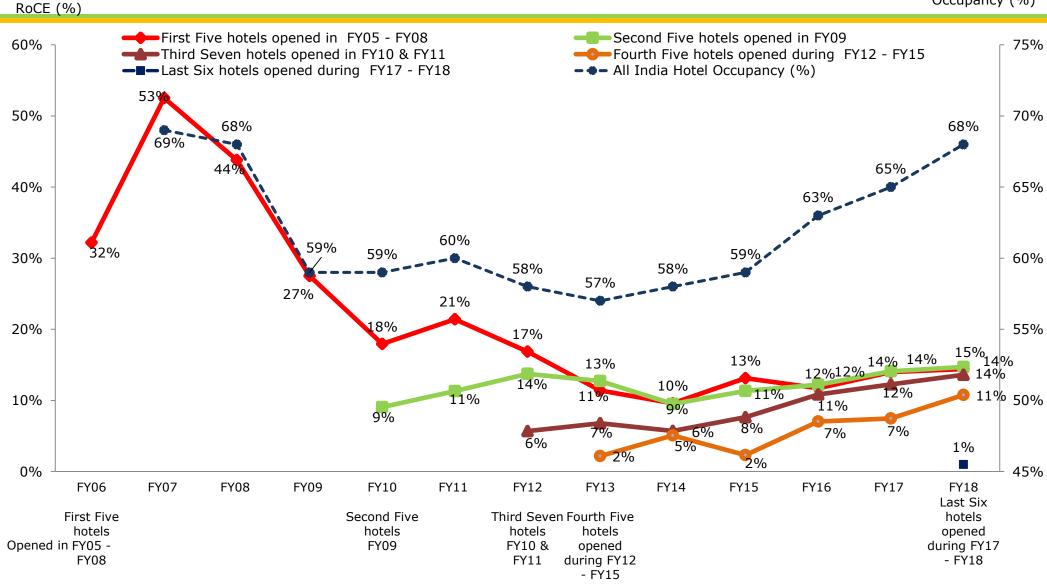
Notes:

^{1.} Hotel level RoCE is calculated as: (Hotel level EBITDAR - lease rentals)/Capital deployed for operational owned & leased hotels

^{2.} Hotel RoCE is based on first full year of operation

Lemon Tree Hotels RoCE: Hotel Buckets by opening

Occupancy (%)



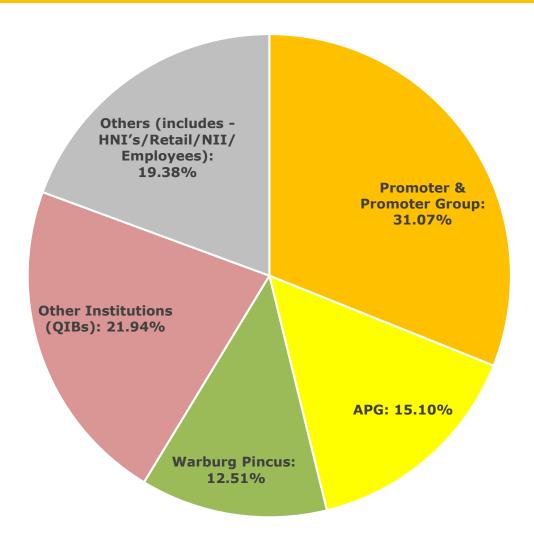


Notes:

1. Hotel level RoCE is calculated as: (Hotel level EBITDAR - lease rentals)/Capital deployed for operational owned & leased hotels

2. Hotel RoCE is based on first full year of operation

Shareholding structure





Note: Shareholding as on 15 June, 2018

Recognition and awards through the years



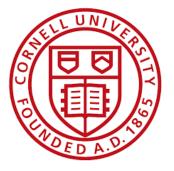


- ❖ Ranked 4th in India and the only hotel chain in the top 10 Best Companies to Work for in India in 2017 by the Great Place to Work institute
- ❖ Ranked 12th in Asia's Best Large Workplaces and the only Indian company in the top 15 in 2018 by the Great Place to Work institute
- ❖ National Award for Empowerment of Persons with Disabilities 2011, 2012 and 2016
- ❖ Received the 5th IGBC Green Champion award under the category "Organization Leading the Green Building Movement in India (Commercial)"



















Committed to Employees, Environment and Community with socially inclusive work ethos

A. We provide employment and livelihood with dignity to 'Opportunity Deprived Indians' (ODI)

This initiative was started in 2007 and as of Sep 30, 2018, Lemon Tree has employed a total of around 860* Opportunity Deprived Indians, or about one fifth of it workforce.

Lemon Tree believes that the brand should stand for more than 'just profit'. The company has focused its efforts on creating a socially inclusive work environment which seeks to bring in people of different backgrounds, abilities and ethnicities and offer them work as a unified team with a common goal.

The company's guiding principle has been that Opportunity Deprived Indians (including physical, intellectual, social or economic disabilities) must be provided the same opportunities as others to realize their full potential and live with dignity.

Employees With Disabilities (EWDs)	Employees with Economic, Educational or Social Impairment	
Speech and Down Hearing Syndrome	Low Literacy	
Impaired	Below Poverty	
Orthopedic Autism Challenged	Line Widows/ Divorcees/ Abandoned/	
	Battered	
Low Vision Acid Survivor	Socially Backward	









liden Links:

¹⁾ CNBC TV18 digital story: https://www.youtube.com/watch?v=mAB0yazRFxU&t=67s

²⁾ Lemon Tree Initiative: https://www.youtube.com/watch?v=f4Z3gcm8EgY&t=19s

Committed to Employees, Environment and Community with socially inclusive work ethos (contd.)

B. Tribal Art

Lemon Tree Hotel is among the largest buyers, nationally, of tribal art from Bastar, Madhya Pradesh. This comprises primarily of bronze age bell metal sculptures and enables the company to financially support tribal craftsmen from this region by showcasing their art extensively across all of its hotels.

C. Giving Back To Society

Lemon Tree Hotel supports and partners with the following NGOs and societies:

Goonj: provides clothes and utensils to the impoverished.

Suniye: runs a school for Speech and Hearing Impaired children from economically weaker sections of society. provides extensive life skills support to these children.

Akshaya Patra: focus is to eliminate hunger in the city. It regularly provides a free meal to approximately 2000 destitute people in Delhi, across the city.

Muskaan: provides comprehensive education, vocational training and work opportunities to young people who are intellectually challenged.

Ramanujan Society: donates gifts to students for successfully clearing the IIT entrance exam.

D. Art Objects Through People For Animals

Lemon Tree supports People For Animals (PFA) by buying art sourced by PFA, which in turn is showcased across the company's hotels. The money paid to PFA goes to support the welfare and care of animals across India.

E. K9 Policy/Pooch Policy

Lemon Tree Hotel adopts a stray dog at each of its hotels across India. We name the dog, inoculate it and feed it well. Based on the personality of the dog, he/she is assigned a 'fun' role in the hotel and this brings joy to employees and guests alike.



Under Development Hotels

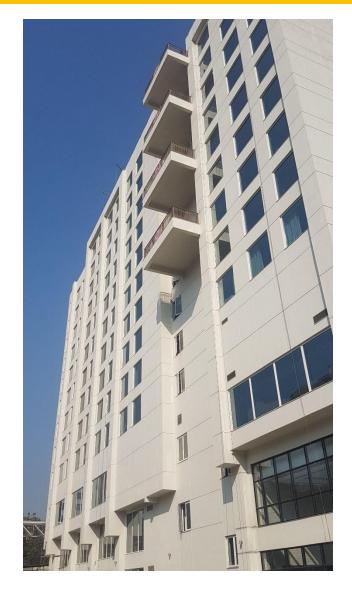


Lemon Tree Premier – Mumbai (Andheri) | Image Representation





Lemon Tree Premier – Mumbai (Andheri)









Lemon Tree Premier – Mumbai (Andheri)







Lemon Tree Premier – Kolkata | Image Representation





Lemon Tree Premier – Kolkata





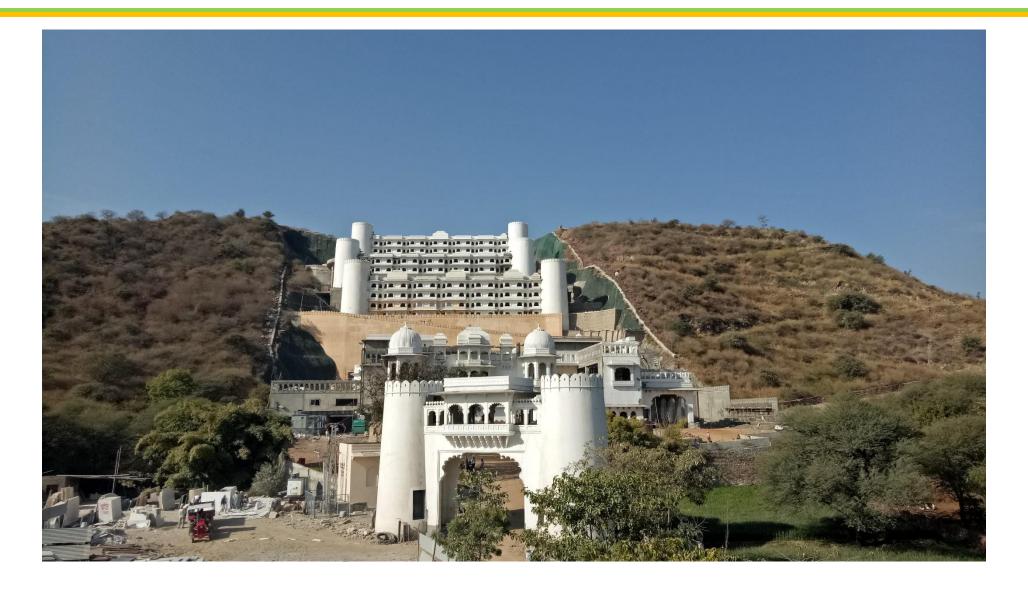


Lemon Tree Premier – Udaipur | Image Representation





Lemon Tree Premiere – Udaipur





Lemon Tree Premier – Udaipur





Lemon Tree Premier – Udaipur







Lemon Tree Mountain Resort – Shimla | Image Representation





Lemon Tree Mountain Resort – Shimla





Lemon Tree Mountain Resort – Shimla





Lemon Tree Premier – Mumbai Airport | Image Representation





Lemon Tree Premier – Mumbai Airport





Lemon Tree Premier – Mumbai Airport





Note: Currently, hotel is expected to have 577 rooms. LTH is in the process of applying to convert some commercial spaces in this hotel to rooms. This will increase the hotel's inventory by 94 rooms to 671. Expected month of opening is March-2021.



Lemon Tree Amarante Beach, Goa



Lemon Tree Premier, Corbett



Lemon Tree Premier, Hyderabad

Appendix





Lemon Tree Hotel, Coimbatore



Lemon Tree Premier, City Center, Gurgaon



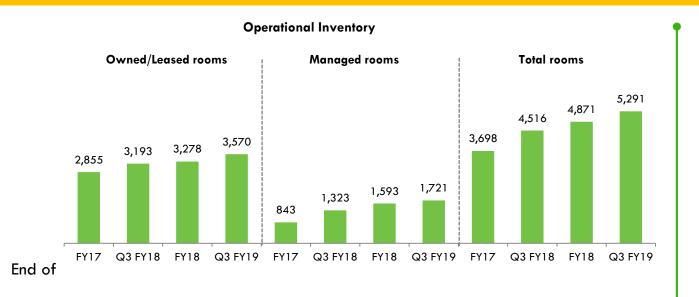
Lemon Tree Vembanad Lake, Alleppey, Kerela

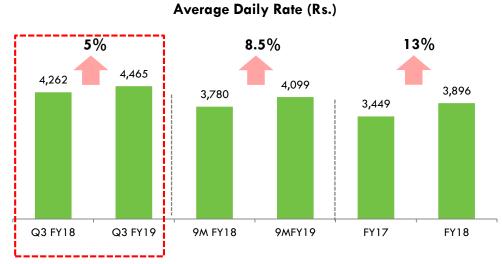
Latest Performance – Q3 FY19 & FY18

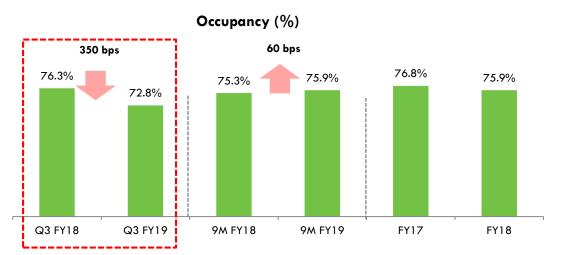


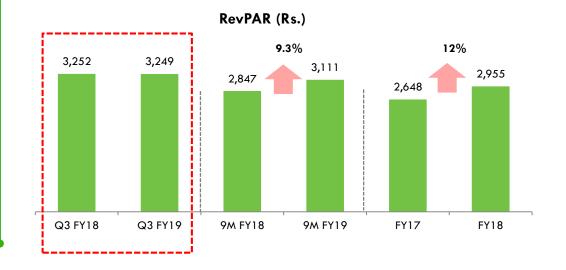
Performance Highlights – Operational Metrics









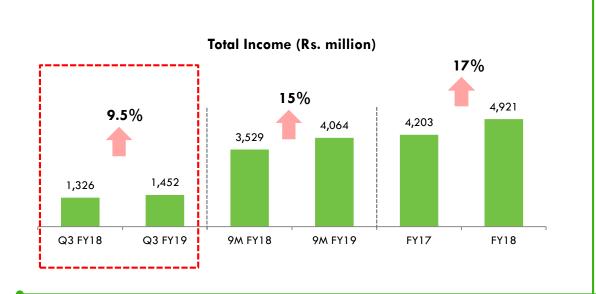


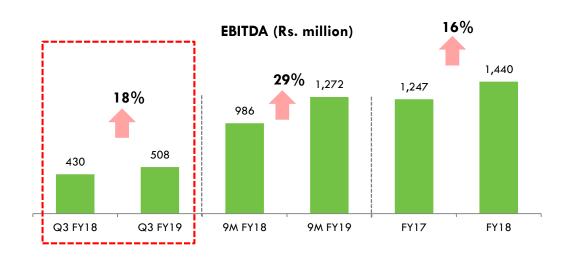
Note: Drop in occupancy levels is on account of new owned/leased supply addition by Lemon Tree in FY19 $\,$

Note: ADR, Occupancy and RevPAR are for our owned and leased hotels only.

Performance Highlights – Financial Metrics (Consolidated)

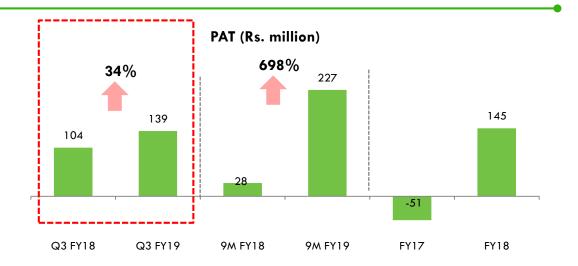






Cash profit (PAT + Depreciation, Rs. million)





Profit & Loss Statement (Consolidated)



Rs. million	Q3 FY19	Q3 FY18	Change (%)	9M FY19	9M FY18	Change (%)	FY18	FY17	Change (%)
Revenue from operations	1,434	1,324	8.3%	3,990	3,523	13.3%	4,843	4,121	18%
Other income	18	1	1181%	74	6	1082%	78	82	(5%)
Total income	1,452	1,326	9.5%	4,064	3,529	15.2%	4,921	4,203	17%
Cost of F&B consumed	126	119	6.4%	364	321	13.4%	436	353	23%
Employee benefit expenses	299	286	4.6%	887	790	12.3%	1,096	969	13%
Other expenses	518	491	5.4%	1,540	1,412	9.1%	1,949	1,634	19%
Total expenses	943	896	5.3%	2,791	2,523	9.8%	3,481	2,956	18%
EBITDA	508	429	18.3%	1,272	986	29 .1%	1,440	1,247	16%
EBITDA margin (%)	35.0%	32.4%	260 bps	31.3%	27.9 %	337bps	29.2%	25.2%	400 bps
Finance costs	214	196	9.4%	609	583	4.5%	784	776	1%
Depreciation & amortization	135	129	4.5%	398	398	0%	526	510	3%
PBT	168	120	40.3%	297	46	543%	183	(3)	-
Tax expense	34	15	128.0%	83	24	242%	38	48	(21%)
PAT	139	104	34.0%	227	28	698%	145	(51)	-
Cash Profit	274	233	17.6%	625	427	46.5%	672	459	46%

Note: The results of this quarter and 9M are not indicative of full year's performance due to seasonal nature of the business.

Balance Sheet Snapshot (Consolidated)



Rs. million	9M FY19	9M FY18	FY18	FY17
Shareholder's Funds	8,417	8,004	8,148	8,086
Non-controlling interests	4,309	4,239	4,286	4,284
Total Shareholder's equity	12,726	12,243	12,435	12,370
Total Debt	11,551	9,740	10,110	7,987
Other Non-current liabilities	319	242	344	294
Other Current liabilities	1,711	1,696	1,693	1,467
Total Equity & Liabilities	26,307	23,921	24,582	22 ,11 <i>7</i>
Non-current assets	24,844	22,602	23,200	21,281
Current assets	1,463	1,319	1,382	836
Total Assets	26,307	23,921	24,582	22 ,11 <i>7</i>
Debt to Equity (x)	0.91	0.80	0.81	0.65
Average cost of borrowing (%)	9.29%	9.67%	9.53%	11.61%

Note: Full year numbers will be updated on annual basis.

Operational Performance by Brands – FY19 vs. FY18



Q3 FY19 vs Q3 FY18

Parameters	Occupancy Rate (%)			Averag	Average Daily Rate (Rs.) Hotel level EBIT		vel EBITDA Rs. millior	•	Hotel level EBITDAR ² Mar		² Margin	
By Brand	Q3 FY19	Q3 FY18	Change (bps)	Q3 FY19	Q3 FY18	Change (%)	Q3 FY19	Q3 FY18	Change (%)	Q3 FY19	Q3 FY18	Change (bps)
Lemon Tree Premier	74.4%	78.7%	(430)	5,587	5,280	5.8%	0.26	0.25	0.1%	50.0%	51.4%	(144)
Lemon Tree Hotels	73.0%	72.4 %	60	4,341	4,206	3.2%	0.18	0.17	6.9%	43.7%	42.9%	80
Red Fox Hotels	78.7%	80.9%	(229)	3,384	3,110	8.8%	0.15	0.15	(2.1)%	52.8%	56.8%	(398)

9M FY19 vs 9M FY18

Parameters	Occupancy Rate (%)		Average Daily Rate (Rs.)			Hotel level EBITDAR ² /room (Rs. million)			Hotel level EBITDAR ² Margin			
By Brand	9M FY19	9M FY18	Change (bps)	9M FY19	9M FY18	Change (%)	9M FY19	9M FY18	Change (%)	9M FY19	9M FY18	Change (bps)
Lemon Tree Premier	80.5%	77.0 %	349	5,045	4,639	8.8%	0.74	0.66	11.8%	47.7%	47.3%	43
Lemon Tree Hotels	73.4%	74.1%	(90)	3,993	3,715	7.5%	0.40	0.39	4.2%	35.9%	36.8%	(91)
Red Fox Hotels	78.4 %	75.6 %	280	3,079	2,777	10.9%	0.38	0.32	17.9%	46.9%	46.6%	28

Note:

¹⁾ The results of this quarter and 9M are not indicative of full year's performance due to seasonal nature of the business.

²⁾ These performance results do not include LTP Pune and RFH Dehradun as these hotels were not operational for the full quarter

Expansion Plans – Hotels under Development



Under-development hotels	Туре	Rooms	Expected Opening date	Ownership (%)
Lemon Tree Premier, Andheri (East), Mumbai	Owned	303	Apr-19	100.00%
Lemon Tree Premier, Kolkata	Owned	142	May-19	57.98%
Lemon Tree Premier, Udaipur	Owned	139	Oct-19	57.98%
Lemon Tree Vembanad Lake Resort, Alleppey, Kerela ¹	Owned	10	Oct-20	100.00%
Lemon Tree Mountain Resort, Shimla	Owned	69	Dec-20	100.00%
Lemon Tree Premier, Intl. Airport, Mumbai ²	Owned	577	Mar-21	57.98%
Total		1,240		

- * Total estimated project cost is Rs. 16,150 million
- * Total capital deployed/capital expenditure already incurred (i.e. CWIP + Security Deposit for leased assets underdevelopment + Land Capitalised + Capital advances – Capital creditors) as on 31st December, 2018 is Rs. 8350 million
- * Balance investment of Rs. 7,800 million will be deployed over the next 3 years in a phased manner, the majority of which will be through internal accruals

Notes: 1) Expansion in existing hotel.

Expansion Plans – Pipeline of Management Contracts (as of January 31st, 2019)



Management Contracts Pipeline	Rooms	Expected Opening date	Tenure (years)
Lemon Tree Hotel, Viman Nagar, Pune	69	Mar-19	10
Red Fox Hotel, Alwar	49	Mar-19	15
Lemon Tree Hotel, Amritsar	65	Apr-19	10
Lemon Tree Hotel, BKC, Mumbai	70	Jun-19	15
Lemon Tree Hotel, Thimpu	27	Jun-19	12
Lemon Tree Premier, Rishikesh	66	Jun-19	12
Red Fox Hotel, Vijaywada	90	Aug-19	10
Lemon Tree Hotel, Gulmarg	35	Sep-19	10
Lemon Tree Hotel, Dubai	114	Sep-19	10
Lemon Tree Hotel, Shirdi	59	Sep-19	12
Lemon Tree Premier, Dwarka	108	Oct-19	15
Red Fox Hotel, Neelkanth	80	Nov-19	12
Lemon Tree Hotel, Aligarh	68	Jan-20	12
Lemon Tree Hotel, Jhansi	60	Jan-20	12
Lemon Tree Premier, Coorg	63	Jan-20	15
Lemon Tree Hotel, Rishikesh	102	Feb-20	15
Management Rooms to be Operational in FY 20	1125		
Lemon Tree Premier, Dindy	50	Apr-20	10
Lemon Tree Hotel, Sonamarg	40	Apr-20	10
Lemon Tree Hotel, Thimpu	38	Apr-20	10
Lemon Tree Resort, Mussoorie	40	Apr-20	15
Serviced Suites, Manesar	260	Apr-20	10
Lemon Tree Premier, Bhubaneshwar	76	Apr-20	10
Lemon Tree Hotel, Ranthambore	60	Aug-20	10
Lemon Tree Hotel, Bokaro	70	Sep-20	10
Lemon Tree Hotel, Gwalior	104	Sep-20	12
Lemon Tree Hotel, Ludhiana	60	Dec-20	10
Lemon Tree Premier, Vijaywada	120	Mar-21	12
Management Rooms to be Operational in FY 21	918		
Lemon Tree Hotel, Kathmandu	75	Apr-21	10
Lemon Tree Hotel, Trivandrum	100	Sep-21	10
Total Pipeline	2218		

Thank You

