



lemon tree
HOTELS

December 19, 2019

**National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East)
Mumbai - 400 051**

**BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai - 400 001**

Name of Scrip: LEMONTREE

BSE Scrip Code: 541233

Dear Sir

Ref: Opening of Lemon Tree Hotel, Dubai

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

With reference to the captioned subject, we are pleased to inform you that we have opened our first international hotel in Dubai today under the Company's brand 'Lemon Tree Hotel'.

The hotel, owned by Al Waleed Real Estate LLC, is located on Al Wasl Road, less than a kilometre from Sheikh Zayed Road and Jumeirah Open Beach, and is the first branded midscale hotel in the area. The hotel features 114 well-appointed rooms, complemented by a multi-cuisine restaurant, Lemon Tree Café, with a beautiful al fresco extension, a conference room, a swimming pool, a well-equipped fitness center and more.

The hotel shall be managed by Carnation Hotels Private Limited, a subsidiary and the hotel management arm of Lemon Tree Hotels Limited.



Please find attached herewith the copy of the press release.

Please take the above intimation on record.

Thanking you,

Yours faithfully

For **Lemon Tree Hotels Limited**



**Nikhil Sethi
Group Company Secretary & GM Legal
& Compliance Officer**

Lemon Tree Hotels Limited
(CIN No. L74899DL1992PLC049022)
Registered Office: Asset No. 6, Aerocity Hospitality District, New Delhi-110037
T +91 11 4605 0101, F +91 11 46050110. E hi@lemontreehotels.com www.lemontreehotels.com



Lemon Tree Hotels announces their international debut, with the launch of Lemon Tree Hotel, Dubai

Delhi, 19th December 2019: Lemon Tree Hotels Limited, through its management subsidiary Carnation Hotels Pvt. Ltd., announced the international debut of the company, with the launch of the first Lemon Tree Hotel in Dubai. Lemon Tree Hotels Limited is India's largest hotel chain in the mid-priced hotel sector, and the third largest overall.

The hotel, owned by Al Waleed Real Estate LLC, is located on Al Wasl Road, less than a kilometre from Sheikh Zayed Road and Jumeirah Open Beach, and is the first branded midscale hotel in the area. The hotel features 114 well-appointed rooms, complemented by a multi-cuisine restaurant, Lemon Tree Café, with a beautiful al fresco extension, a conference room, a swimming pool, a well-equipped fitness center and more.

Speaking on the occasion, **Mr. Rattan Keswani, Deputy Managing Director – Lemon Tree Hotels and Director – Carnation Hotels**, said, "We are delighted to enter Dubai with our partners Al Waleed Real Estate. This is our first hotel in the UAE, and we feel that it holds immense business potential. We have a locational advantage, with the hotel strategically situated close to famous destinations like Burj Al Arab, Kite beach and the Mall of Emirates, and are equidistant from Business Bay and JLT, the two major business districts of Dubai. Such is our proximity to the Burj Al Arab, that our guests can enjoy unhindered views of the iconic building from the pool deck, and even some of the rooms."

He further added, "The addition of this hotel opens a new location for the brand, thereby increasing our appeal to our existing and potential customers. We are confident that our partnership will enjoy mutually beneficial results within a reasonable stabilization period after the launch. The UAE and GCC is a resilient market in the long term and we could foresee the need for a recognized mid-market hotel in the branded space. We hope to have many more hotels in the region in the future."

A short twenty-minute drive from Dubai International Airport, and close to Dubai Internet City, Dubai Media City, Barsha Heights, and Knowledge Park, this hotel is ideal for business and leisure travellers to the city.

Important city landmarks like Kite Beach, Dubai Marina, The Walk at JBR, Souk Madinat Jumeirah and Palm Jumeirah are all easily accessible from the hotel. Travellers to the city can also explore the iconic Burj Khalifa, the tallest building in the world, as well as the neighbouring Dubai Mall, Dubai's largest shopping mall, and fashionable shopping hubs, inviting eateries and trendy nightlife destinations across Dubai, .





The hotel is also well connected by road and air to the other Emirates, including Abu Dhabi, Ajman, Fujairah, Ras Al Khaimah, Sharjah and Umm Al Quwain.

ABOUT LEMON TREE HOTELS LIMITED

Lemon Tree Hotels Limited is India's largest hotel chain in the mid-priced hotel sector, and the third largest overall, on the basis of controlling interest in owned and leased rooms, as of June 30, 2017, according to the Horwath Report. We operate in the upscale segment and in the mid-priced sector, consisting of the upper-midscale, midscale and economy segments. We deliver differentiated yet superior service offerings, with a value-for-money proposition.

Lemon Tree Hotels opened its first hotel with 49 rooms in May 2004 and currently operates ~8,000 rooms in 79 hotels (including Keys hotels) across 47 cities under its various brands including Aurika Hotels & Resorts, Lemon Tree Premier, Lemon Tree Hotels, Red Fox by Lemon Tree Hotels, Keys Prima, Keys Select and Keys Lite. As the current pipeline becomes operational, Lemon Tree Hotels will be operating 106 hotels with ~10,500 rooms, across 67 cities in India and abroad.

Lemon Tree Hotels, including Keys Hotels, are located across India and Dubai, in metro regions, including the NCR, Mumbai, Kolkata, Bengaluru, Hyderabad and Chennai, as well as tier I and tier II cities such as Pune, Ahmedabad, Chandigarh, Jaipur, Indore, Aurangabad, Manesar, Goa, Bhiwadi, Dehradun, Vishakhapatnam, Kochi, Ludhiana, Thiruvananthapuram, Udaipur, Vijayawada and many more. New hotels are also opening internationally in Bhutan and Nepal.

To know more, visit lemontreehotels.com | aurikahotels.com | keyshotels.com

