



November 28, 2023

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G
Bandra Kurla Complex
Bandra (E), Mumbai – 400051

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400001

NSE Scrip Symbol: LEMONTREE

BSE Scrip Code: 541233

Subject: Disclosure under Regulation 30(6) of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Ref: Analysts/Investor Meet

Dear Sir

Pursuant to Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we wish to inform you that the management of the Company will be meeting Analysts / Institutional Investors as per the details given herein below: -

Date	Analysts / Institutional Investors	Mode	Time of Meeting (IST)
01 st December, 2023	26 th CITIC CLSA India Forum at Mumbai	Physical Meeting	11:00 AM onwards

In this regard, the Corporate Presentation is enclosed herewith.

Thanking You

For **Lemon Tree Hotels Limited**

Jyoti Verma
GM & Group Company Secretary
And 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

Central Reservation: +91 9911 701 701 | www.lemontreehotels.com

Lemon Tree Hotels Limited

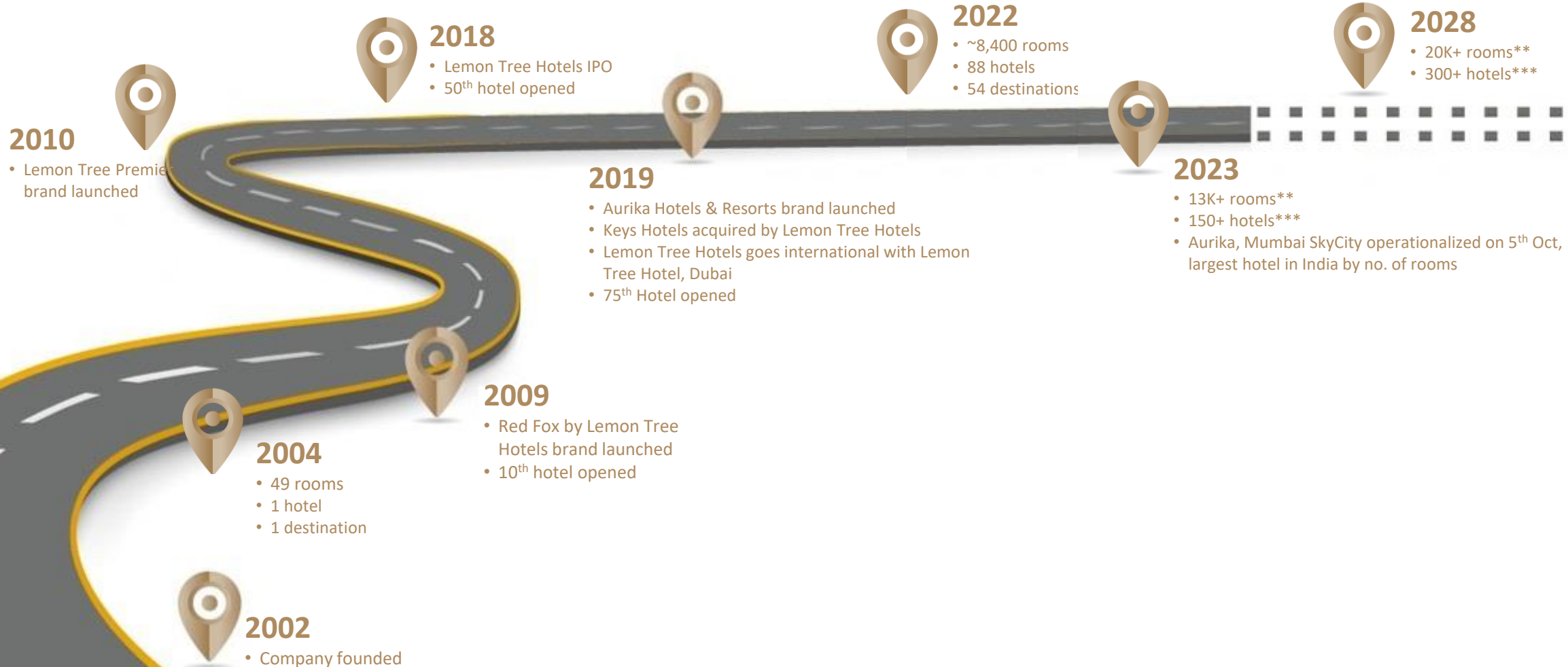
Corporate Presentation | December 2023



Aurika, Mumbai Sky City

Our Journey

Two decades of transforming the Indian hospitality landscape

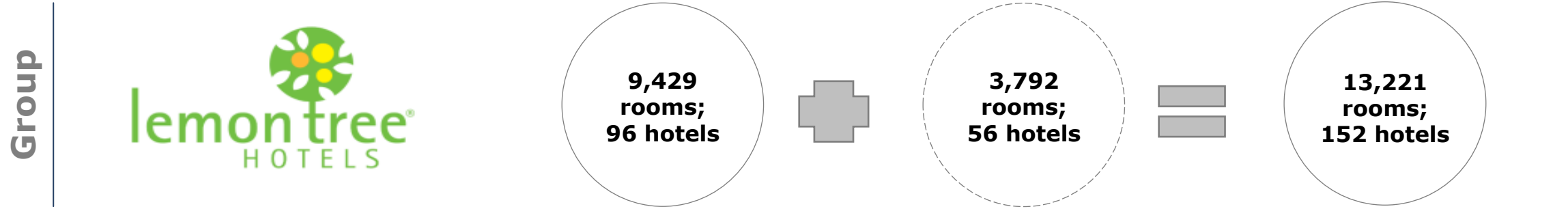


*All calendar years

**Rooms = Operational rooms + Rooms in pipeline

***Hotels = Operational hotels + Hotels in pipeline

A snapshot of our network



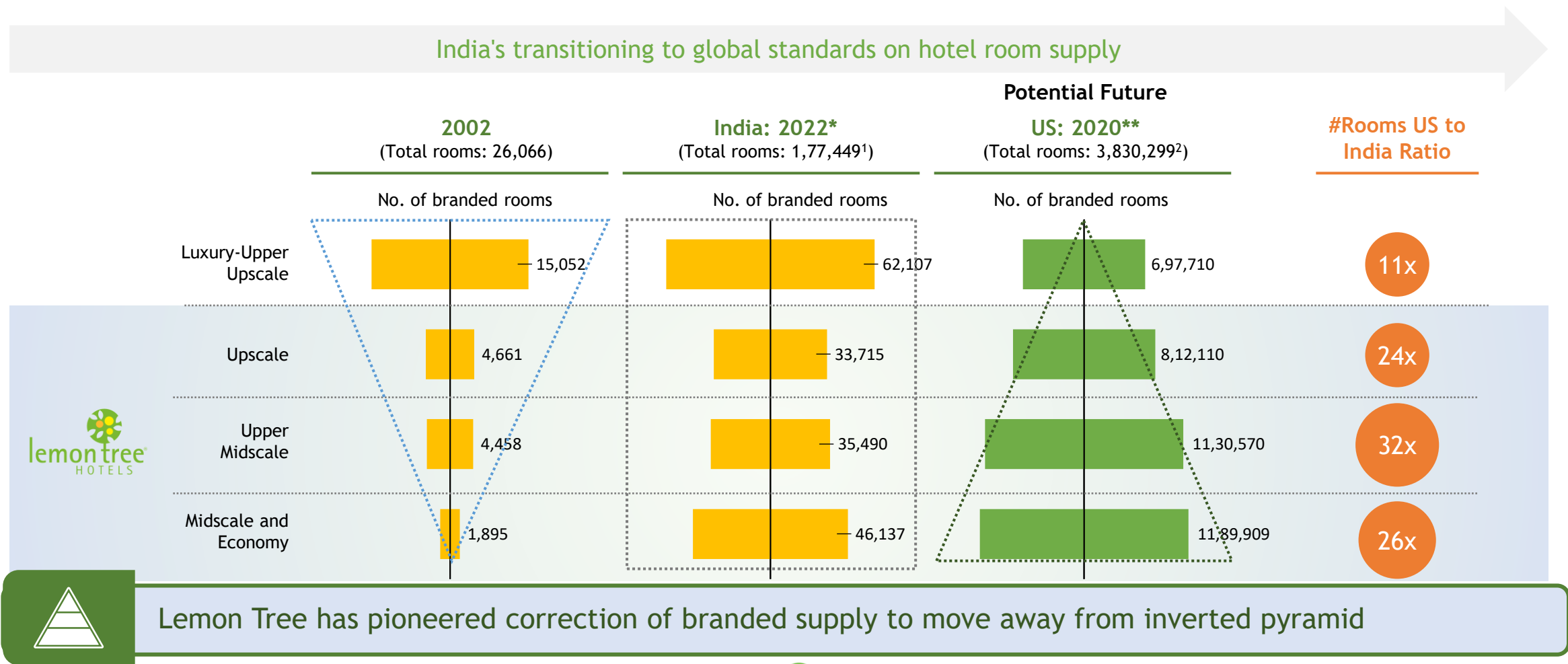
Brands

Brand	Current	Pipeline	Operational + Pipeline
Aurika Hotels & Resorts	863 Rooms; 3 Hotels	242 Rooms; 2 Hotels	1105 Rooms; 5 Hotels
Lemon Tree Premier	2514 Rooms; 18 Hotels	479 Rooms; 6 Hotels	2993 Rooms; 24 Hotels
Lemon Tree Hotels	3389 Rooms; 49 Hotels	2530 Rooms; 38 Hotels	5919 Rooms; 87 Hotels
Red Fox by Lemon Tree Hotels	1290 Rooms; 11 Hotels	50 Rooms; 1 Hotels	1340 Rooms; 12 Hotels
Keys by Lemon Tree Hotels	1373 Rooms; 15 Hotels	491 Rooms; 9 Hotels	1864 Rooms; 24 Hotels

Large underserved mid-scale market

India is transitioning from the inverted supply pyramid to a corrected future with strong base of midscale and economy supply

India's transitioning to global standards on hotel room supply



Lemon Tree Hotels are leaders in upper midscale to economy segment, and expanding in upscale



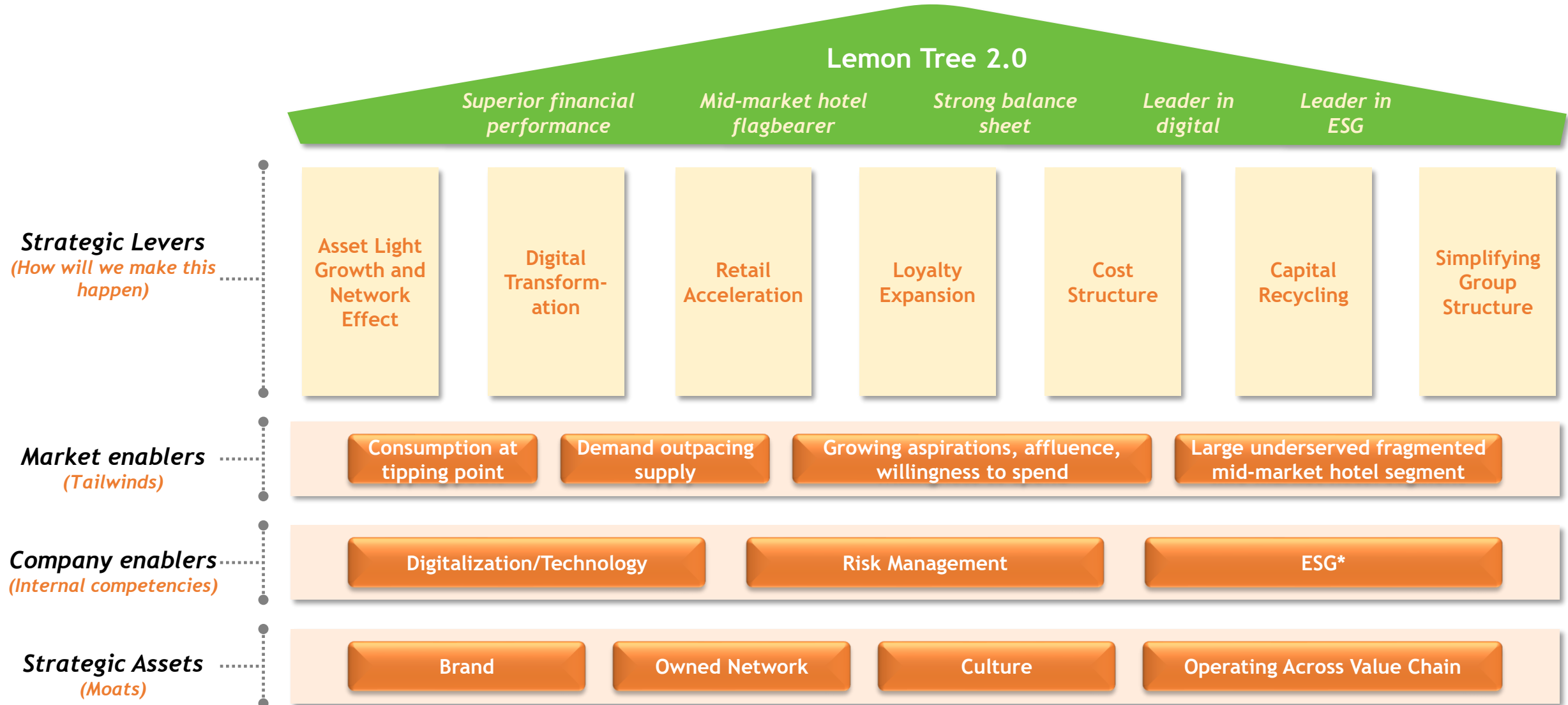
Segment	Industry Inventory	Our Inventory	Our Inventory as % of Industry	Lemon Tree Brand Positioning
Luxury and Upper Upscale	62,107*	863	0.9%	
Upscale	33,715*			
Upper Midscale	35,490*	2,556	7.2%	
Midscale and Economy	46,137*	6,010	13.0%	
Total Branded Inventory	1,77,449*	9,429	5.3%	
Unbranded Standalone	~3,00,000 (suitable for branding under Lemon Tree)			
	~25,00,000 (suitable for branding under Keys)			

Our Aim is to Consolidate i.e. Target the unbranded ~2.8 Million rooms and bring them into the branded space**

Source :
 *Hotelivate - India Hotel Market Review 2022 and as of December 31 of that year
 **Ministry of Tourism, Govt. of India

Roadmap for next 5 years

Lemon Tree 2.0: Roadmap for next 5 years - CY24 to CY28














*ESG - Environmental, Social & Governance



OUTCOMES

LT 2.0: setting clear and achievable outcomes over the next 5 years

Superior financial performance	Mid-market hotel leader	Strong balance sheet	Leader in digital	Leader in ESG
 <p>Stable 50% EBITDA</p>	 <p>20k+ hotel rooms network**</p>	 <p>Debt-Free</p>	 <p>Bionic Revenue Management</p>	 <p>100% green certified buildings</p>
 <p>20% ROCE*</p>	 <p>70%+ Asset light portfolio</p>	 <p>Significant FCF</p>	 <p>Next gen sales</p>	 <p>Ecologically Sustainable operations</p>
	 <p>Dominate supply in urban centers</p>		 <p>Automated processes</p>	 <p>Diversity & inclusion</p>
			 <p>Data driven decisions</p>	 <p>High quality governance and board oversight</p>
			 <p>Scalable tech stack</p>	

*ROCE - Return on Capital Employed; **Rooms Network = Operational rooms + Rooms in pipeline



STRATEGIC LEVERS

Lemon Tree 2.0: Strategic levers (1 on 5)

Asset Light Growth



Rapid expansion at negligible cost

~15k rooms network* of managed & franchised portfolio

70%+ managed / franchised properties

Network Effect



300+ hotels:** Spread across length & breadth of India

Pan-India hotel presence: We are everywhere

High Awareness: New cities drive business for other cities

* Rooms Network = Operational rooms + Rooms in pipeline

**Hotels = Operational hotels + Hotels in pipeline

Lemon Tree 2.0: Strategic levers (2 on 5)

Digital Transformation



Bionic Pricing & Revenue Management

Next Gen Sales: Data driven sales recommendations

Data Driven decision making across functions & processes

Scalable & flexible tech stack for faster integration

Build on Retail



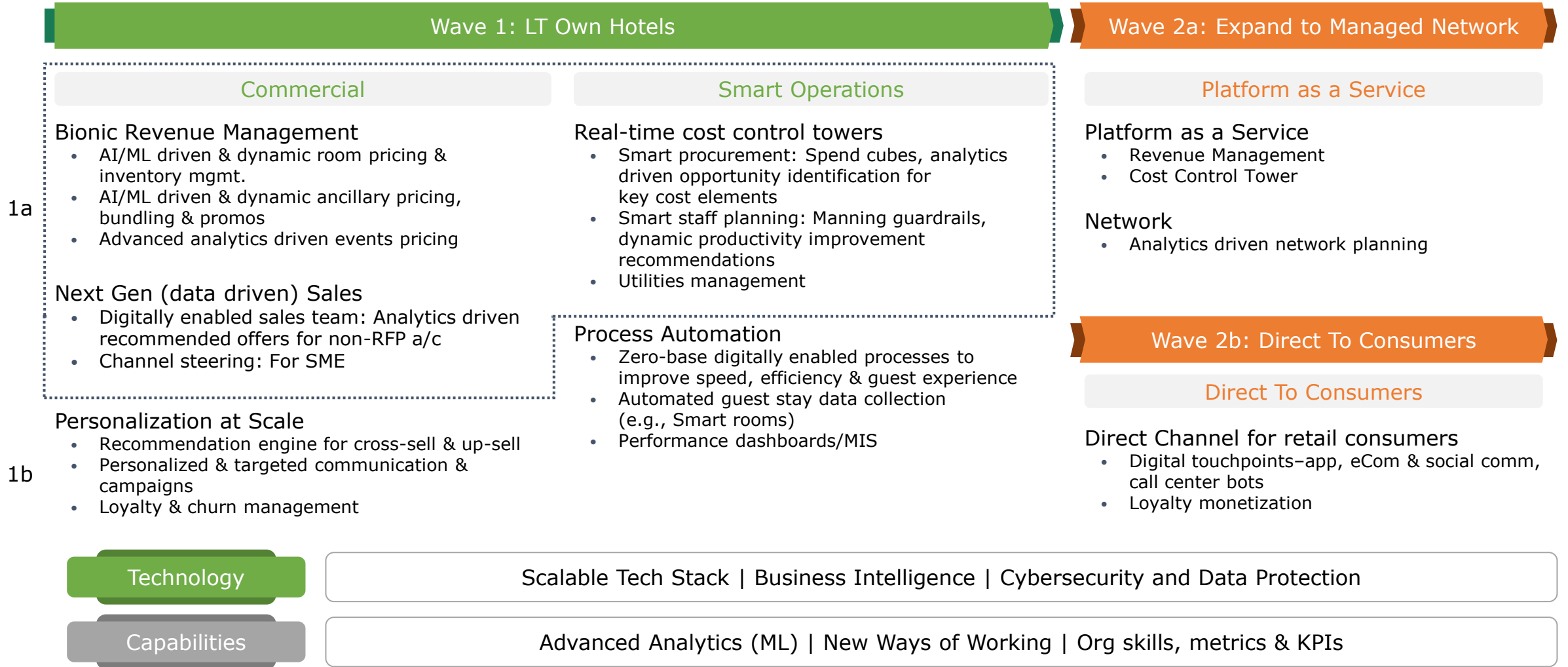
65% retail share target

Dynamic & Market driven pricing

Increased Referrals & better traction

Stronger MOAT and higher returns through retail

Lemon Tree 2.0: Aggressive agenda for Digital Transformation



Lemon Tree 2.0: Strategic levers (3 on 5)

Nourish Loyalty



Rewards Program: loyalty and churn management

>40% repeat customers

Personalization: Improved customer experience

Traffic assurance for new expanded network

Operate Lean



50% EBIDTA: Industry leading efficiencies

Smart operations: Real-time cost control towers

Best in Class: Cost structure & manning ratio

Lemon Tree 2.0: Strategic levers (4 on 5)

Capital recycling of owned network



Large network of owned hotels: 40 operational hotels with 5k+ rooms, 2 hotels with 700+ rooms in pipeline

~40% of total capital employed, operationalized in just the last 3 years

~20% of total capital employed is still CWIP at Aurika, SkyCity, Mumbai and Lemon Tree Mountain Resort, Shimla

High ROCE & Cash flow: Owned hotels, once stabilized, show high returns due to ~8% annual increase in replacement cost(excl. land)

Ability to monetize/unlock cash: Diluting ownership in the owned portfolio (while retaining majority shareholding) through public markets / strategic investors will help to monetize/unlock cash

Lemon Tree 2.0: Strategic levers (5 on 5)

Simplifying group structure

Current group structure

Lemon Tree Hotels

Brand Owner + Asset Owner + Operator

As of CY23[#], owns (directly/through 100% subsidiaries) & operates 17 hotels, 1.7k+ rooms
By/before CY28, propose to transfer all 100% owned assets to Fleur to recycle capital

Management and Brand Fees

Brand Fees

Fleur Hotels Pvt Ltd

58.91% subsidiary
Asset Owner

Carnation Hotels Pvt Ltd

100% subsidiary
Third Party Asset Manager/Franchiser

As of CY23[#], owns 24 hotels, 4.0k+ rooms, with APG as strategic partner (41.09% shareholding)
Aurika, Mumbai SkyCity operationalized on 5th Oct'23; Mmarquee owned asset, largest hotel in India by no. of rooms
By/before CY28, will list via IPO or REIT (Lemon Tree will remain majority shareholder)

Management Fees from 3rd party hotels

As of CY23[#], manages/franchises 55 hotels, 3.6k+ rooms
By/before CY28, will manage/franchise 260+ hotels**, 15k+ rooms* and propose to merge in Lemon Tree Hotels

* Rooms Network = Operational rooms + Rooms in pipeline

**Hotels = Operational hotels + Hotels in pipeline

Simplified group structure by/before CY28

Simplified group structure

Proposed group structure

Lemon Tree Hotels

Brand Owner + Asset Owner + Operator

With Carnation Hotels merged into Lemon Tree Hotels and all 100% owned assets (owned directly/through 100% subsidiaries) transferred to Fleur to recycle capital, Lemon Tree Hotels will operate & manage/franchise 300+ hotels**, 20k+ rooms*

Management
and Brand Fees

Fleur Hotels Ltd

Majority subsidiary
Listed Asset Owner

Will own (directly/through 100% subsidiaries) 42 hotels, 5.8k+ rooms

By/before CY28, will list via IPO or REIT
(Lemon Tree will remain majority shareholder)

* Rooms Network = Operational rooms + Rooms in pipeline

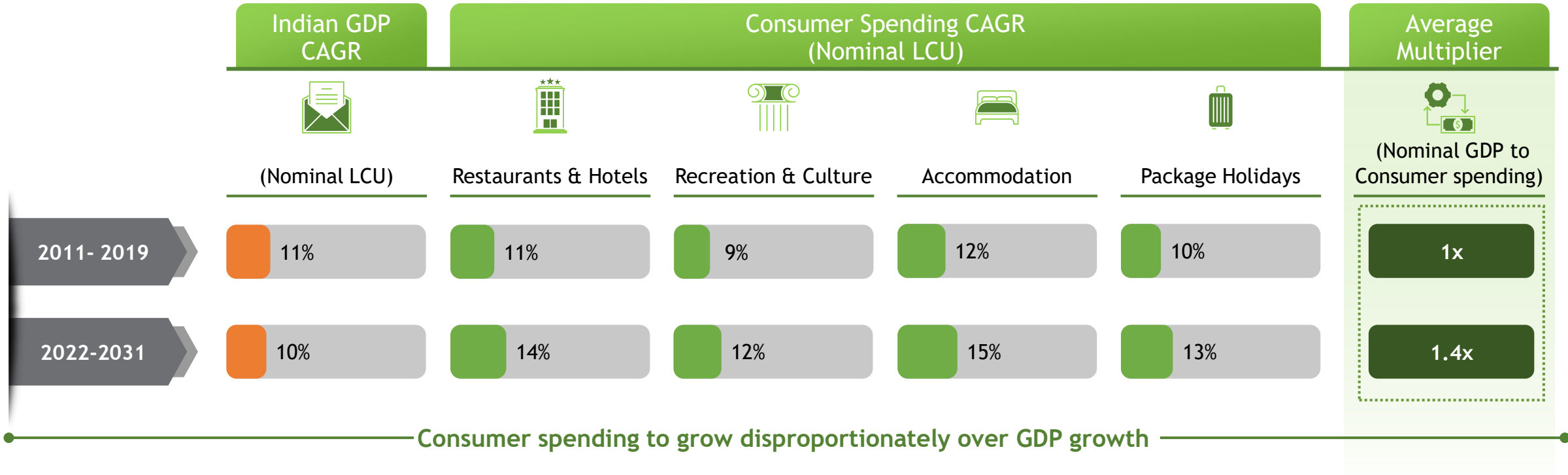
**Hotels = Operational hotels + Hotels in pipeline




ENABLERS

Consumption in India at tipping point

Consumer spending, specially on Hospitality related categories expected to grow significantly faster than Nominal GDP in the coming years



 Lemon Tree is positioned perfectly to capitalize on this growth; new players' entry limited due to subpar returns at current costs

Demand outpacing supply in Indian hospitality landscape till FY28

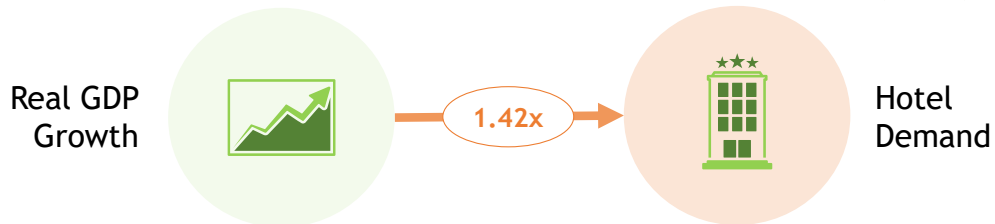
High demand period expected in next 5 years, to drive strong growth in ARR and occupancy %

FY08-20

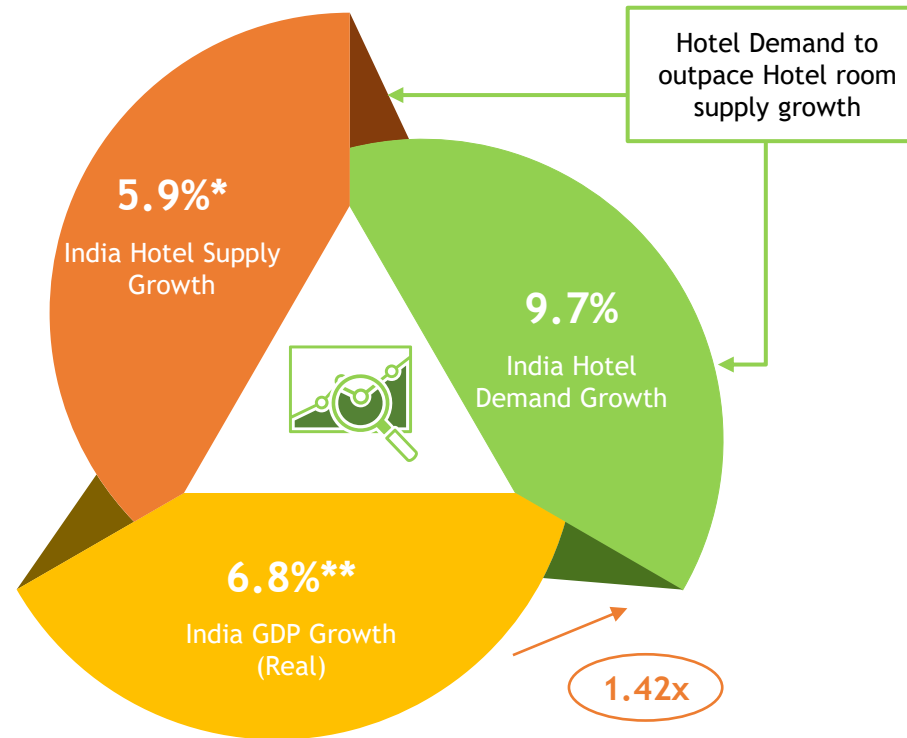
Demand-supply mismatch has significant impact on hotel industry ARR & revenues

Period	FY 08-14	FY 14-20
Supply growth*	14	6
Demand growth*	11	8
ARR change*	-3	1
Occupancy change*	-11	8
Inference	Supply > Demand	Supply < Demand
Impact	ARR, Occupancy ↓	ARR, Occupancy ↑

— High correlation between hotel demand and GDP(Real) —



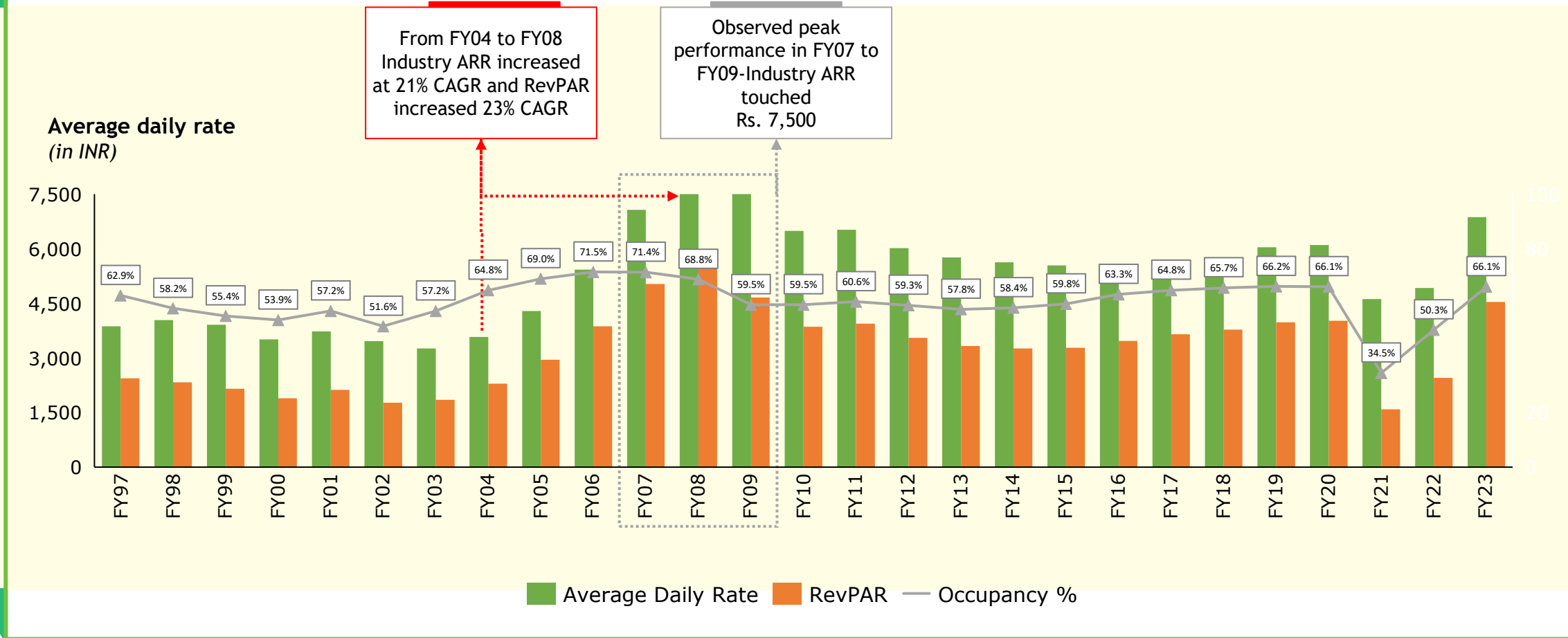
FY23-28E



New players' entry limited due subpar ROE, supply landscape to remain rational while trailing demand

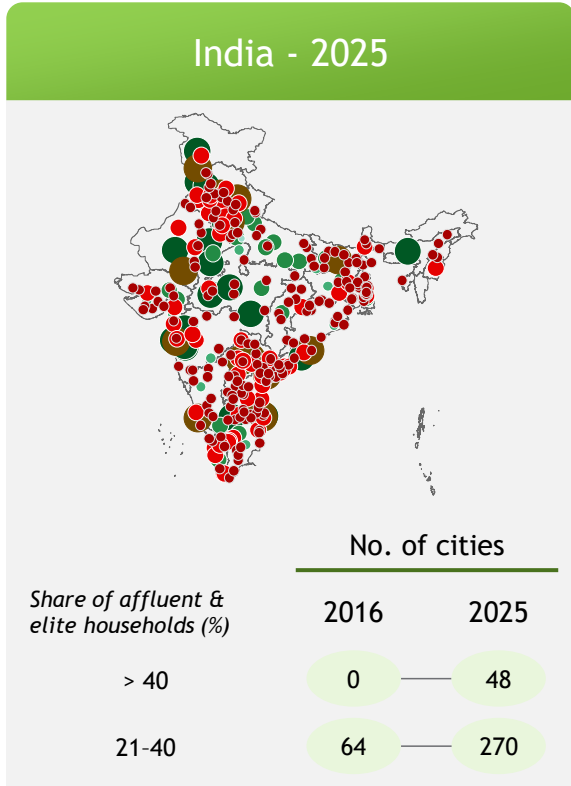
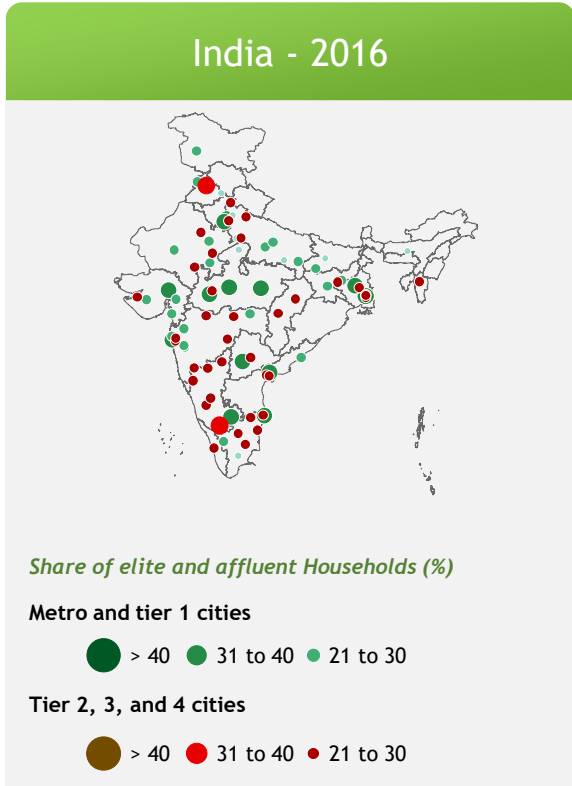
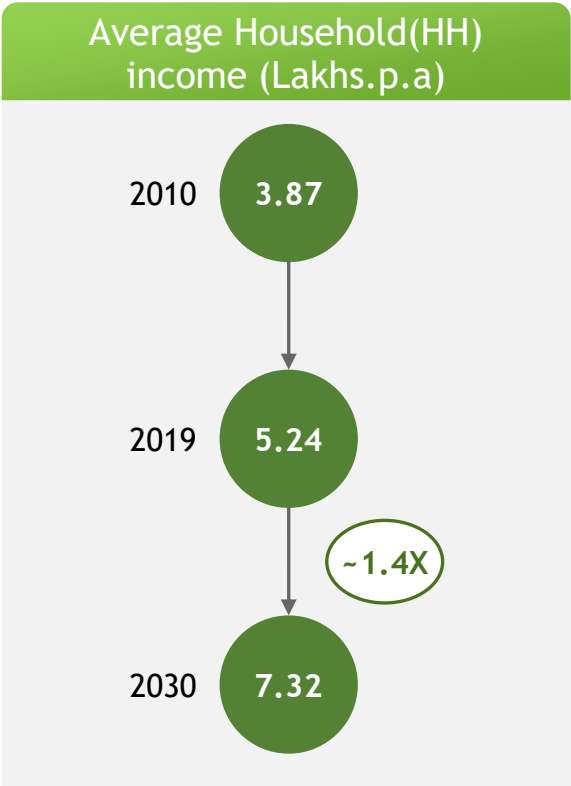
Hotel business shows cyclicality, returns disproportionately higher in top of cycle

Top of cycle yields disproportionately higher returns, business expected to be top of cycle in coming years



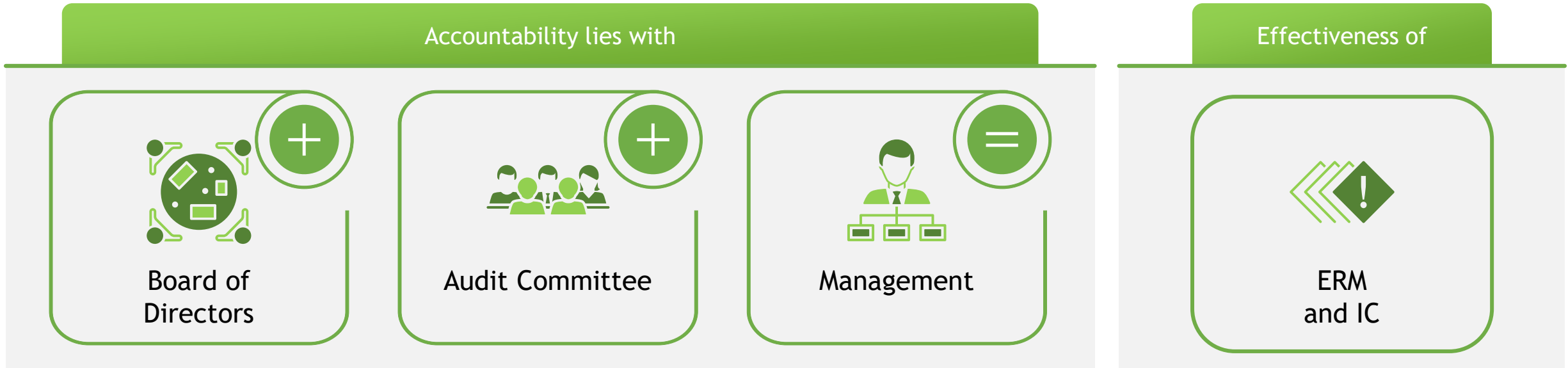
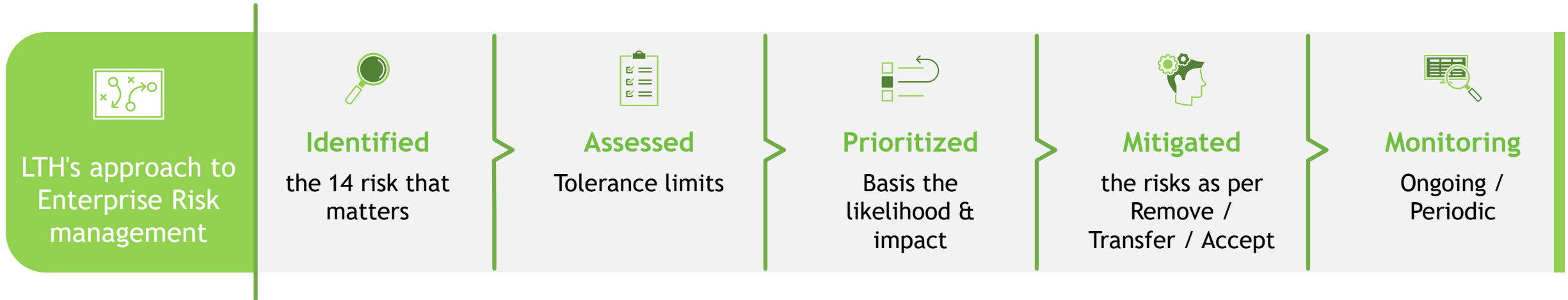
Growing aspirations, affluence & willingness to pay in Bharat

Average Household (HH) income to increase ~1.4x in the current decade, along with growth of affluence, especially in Tier 2,3 and 4 towns



Lemon Tree rightly placed to cater to India's growing middle-class & Bharat travel demands in the large under-served fragmented branded midscale market

Rigorous approach to risk management and risk mitigation

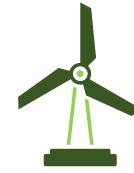


ESG Vision FY26

Ambitious Targets set for owned properties to become an ESG Leader



100% Certified green building



15% Lower energy consumption*



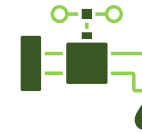
15% Women in the workforce



50% Renewable energy



30% ODIs** in the workforce



10% Lower water consumption*



Majority independent directors
30% Women directors



40% GHG# reductions*

*Basis intensity, for owned properties only

**ODI - Opportunity Deprived Indians (Employees with Disability & Employees from Economically/Socially marginalized backgrounds) | #GHG - Green House Gases

ESG | Highlights of FY23 initiatives



Energy

15%
Reduction in Energy Consumption (intensity based) by FY26 over FY19 baseline

10%
Reduction in Energy Consumption (intensity based) in FY23 over FY19 baseline



Renewable energy

50%
Renewable energy (RE) usage by FY26

10.97%
Renewable energy (RE) usage in FY23



Green building

100%
Certified Green Buildings (hotels) by FY26

25%
Certified Green Buildings (hotels) in FY23



Diversity and inclusion

30%
ODIs¹ in the workforce by FY26

13%
ODIs¹ in the workforce in FY23



GHG emissions

40%
Reduction in GHG emissions (intensity based) by FY26 over FY19 baseline

19%
Reduction in GHG emissions (intensity based) in FY23 over FY19 baseline



Water

10%
Reduction in water consumption (intensity based) by FY26 over FY19 baseline

15%
Reduction in water consumption (intensity based) in FY23 over FY19 baseline



Gender focus

15%
Women across the workforce by FY26

12%
Women across the workforce in FY23



Sustainable development

₹17.18 CR
Investment for Sustainable Development in FY23

1. Note:

Opportunity Deprived Indians (ODIs) include:

- Employees with Disability (EWD)–Speech & Hearing Impaired (SHI), Orthopedically Handicapped (OH), Low Vision (LV); Down Syndrome/Slow Learner/Intellectual and Developmental Disability (IDD), Autism
- Employees from Economically/Socially Marginalized (EcoSoc) backgrounds (widows, destitute woman, orphaned/abandoned girls, transgenders and person from states ranked low in education/employment opportunities)



STRATEGIC ASSETS

Purpose driven culture

 **ESG* Vision FY26**

Creating Sustained Value across all stakeholders

7 AFFORDABLE AND CLEAN ENERGY



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



10 REDUCED INEQUALITIES



6 CLEAN WATER AND SANITATION



13 CLIMATE ACTION



5 GENDER EQUALITY





Belief: Our business operations are inherently integrated with delivering social and environmental impact

 **Office of DE & I****

-  Employees from Economically/ Socially marginalized backgrounds

-  Employees with Disability

-  Women Employees

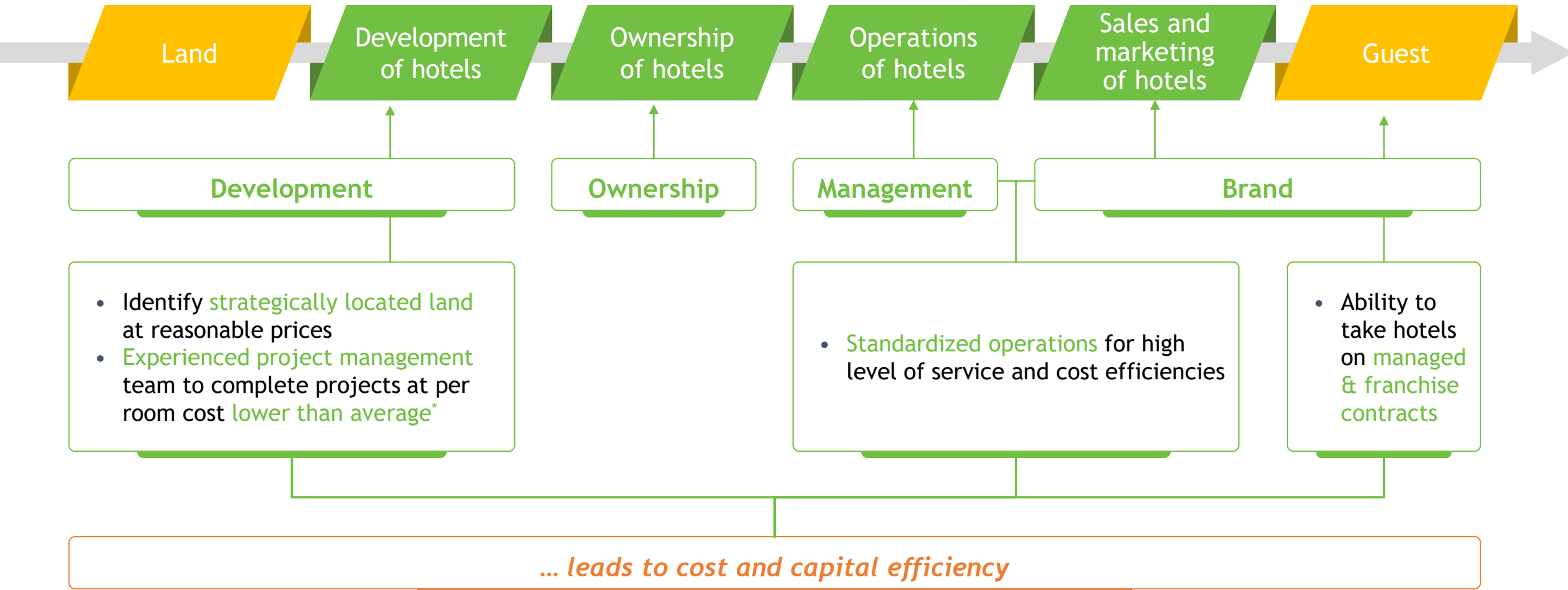
Awards

	<p>#12 Best Large Workplaces in Asia 2018 #4 Best Company in India 2017</p>		<p>National Award through MoSJE: Best Employer 2016, 2011 and Barrier-free Environment for Persons with Disabilities 2012</p>		<p>Financial Times & Arcelor Mittal: Boldness in Business Award 2018 - Corporate Responsibility/Environment</p>		<p>Tourism for Tomorrow Award - Investing in People 2019</p>
	<p>Trip Advisor - Traveler's choice award 2022. 61 out of 80 eligible hotels</p>		<p>Ministry of Manpower, Singapore & the Human Capital Institute: Innovative & Impactful People Practices 2015</p>		<p>Responsible Tourism Award (WTM®, London): 2022 and 2016</p>		<p>Cornell University Exemplary Practice Award 2014 for diversity & inclusion</p>

*ESG - Environment, Social, Governance; **DE & I - Diversity, Equity and Inclusion



LTH has unique expertise as developer, owner & operator of hotels



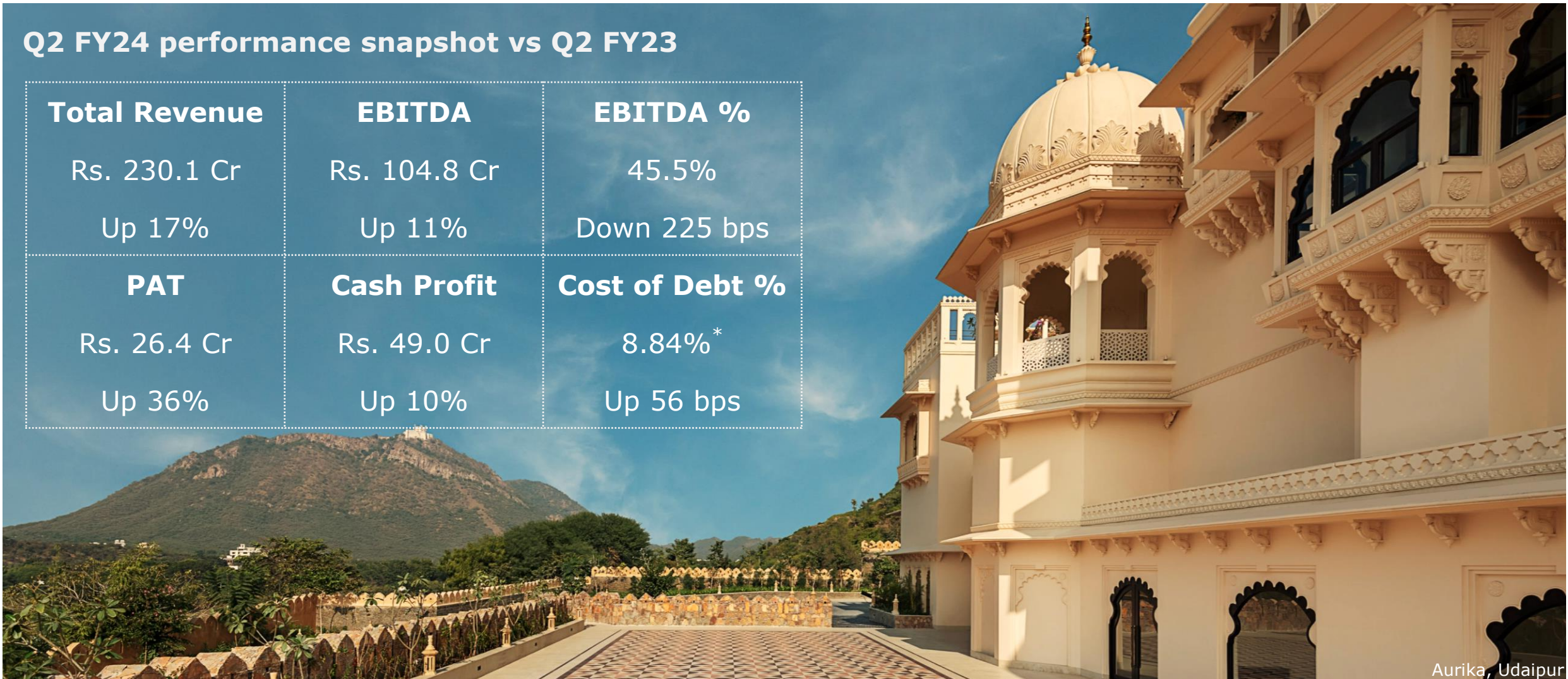
*For Select Hotels for the same period, according to a survey conducted by HVS (India-2016 Hotel Development Cost Survey)

Q2 & H1 FY24 Performance

Strong Q2 FY24 performance across key financial metrics

Q2 FY24 performance snapshot vs Q2 FY23

Total Revenue	EBITDA	EBITDA %
Rs. 230.1 Cr	Rs. 104.8 Cr	45.5%
Up 17%	Up 11%	Down 225 bps
PAT	Cash Profit	Cost of Debt %
Rs. 26.4 Cr	Rs. 49.0 Cr	8.84%*
Up 36%	Up 10%	Up 56 bps

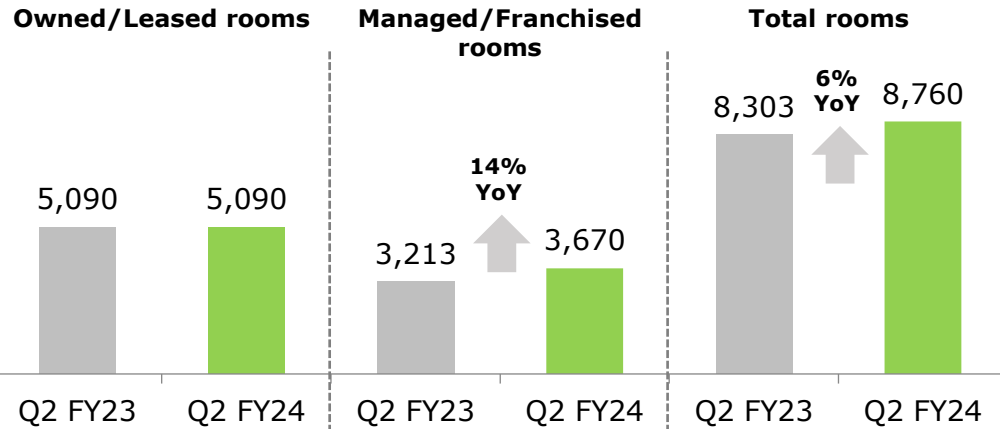


Aurika, Udaipur

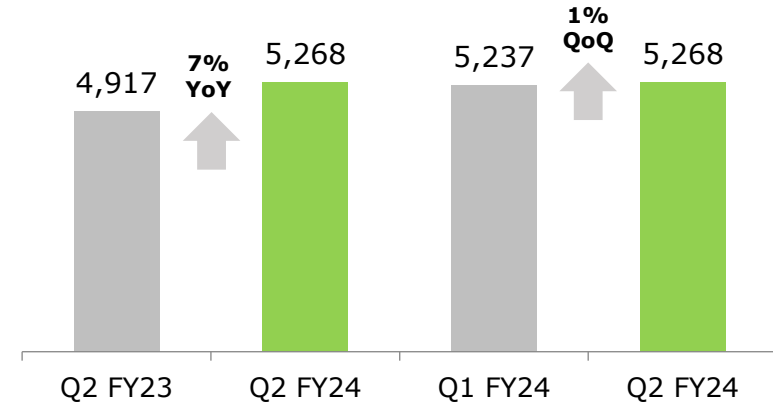
* As on 30th September 2023

Q2 FY24 Performance Highlights – Operational Metrics (Consolidated)

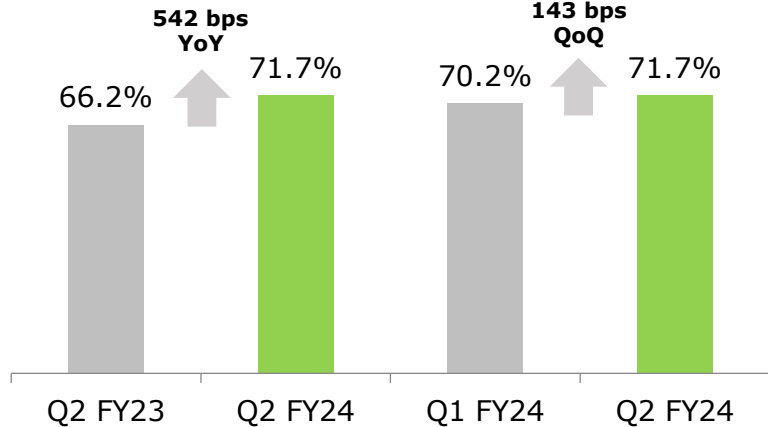
Inventory



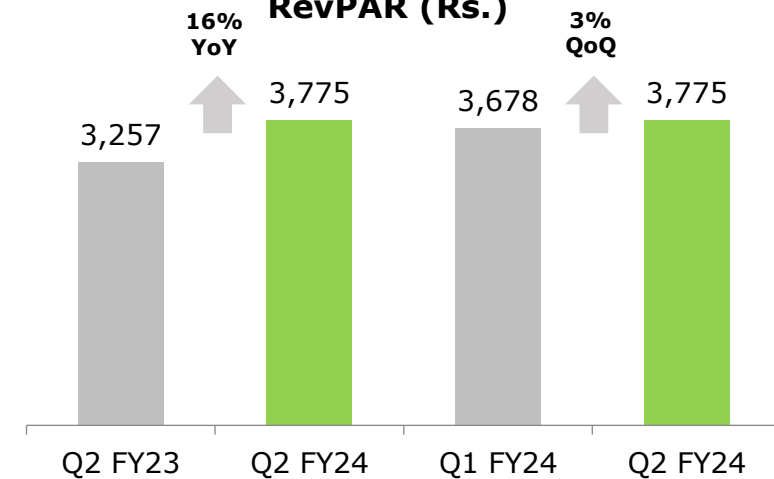
Average Room Rate (Rs.)



Occupancy (%)



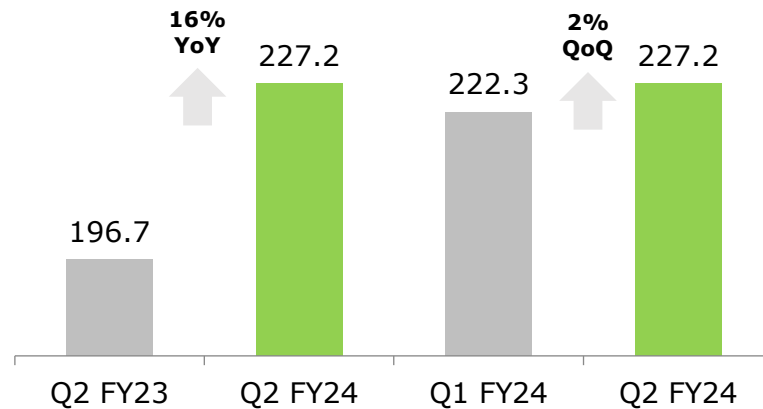
RevPAR (Rs.)



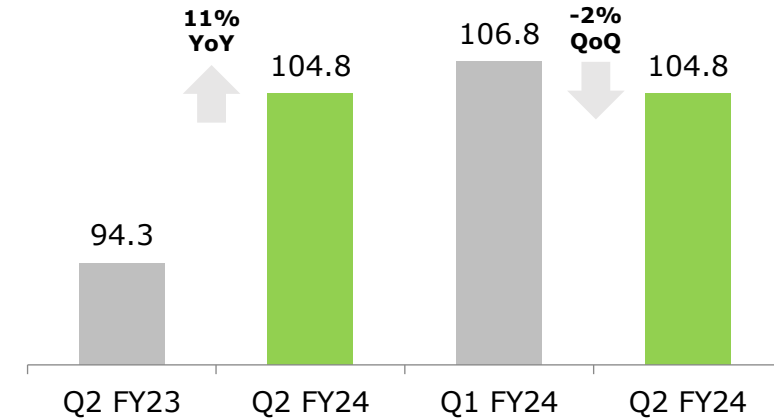
Notes: ARR, Occupancy and RevPAR are for our owned and leased hotels only

Q2 FY24 Performance Highlights – Financial Metrics (Consolidated)

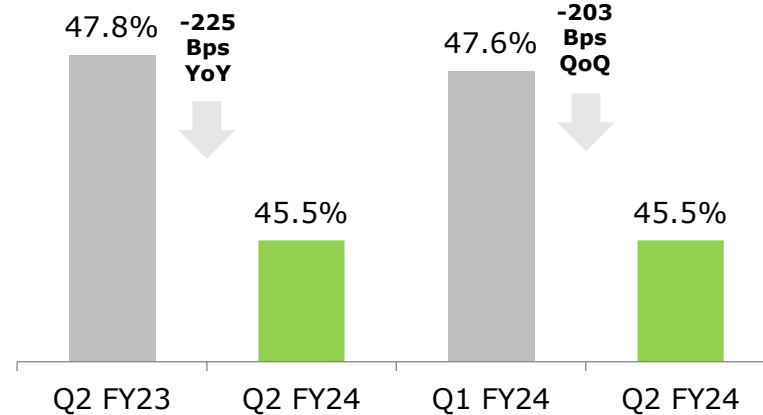
Revenue from Operations (Rs. Cr)



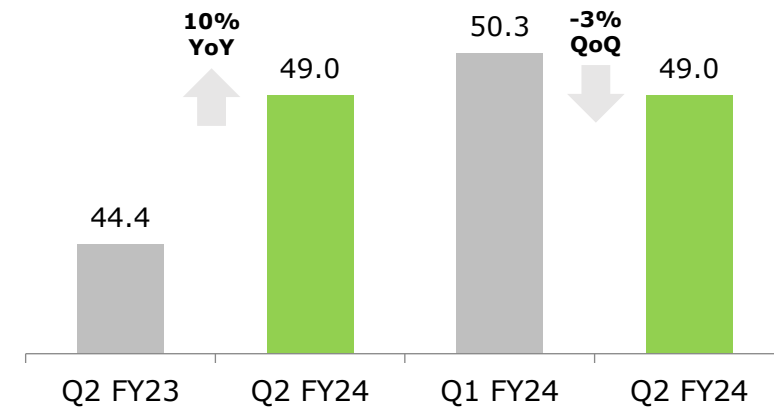
EBITDA (Rs. Cr)



EBITDA Margin (%)



Cash profit (Rs. Cr)



Q-o-Q performance of FY23 and FY24

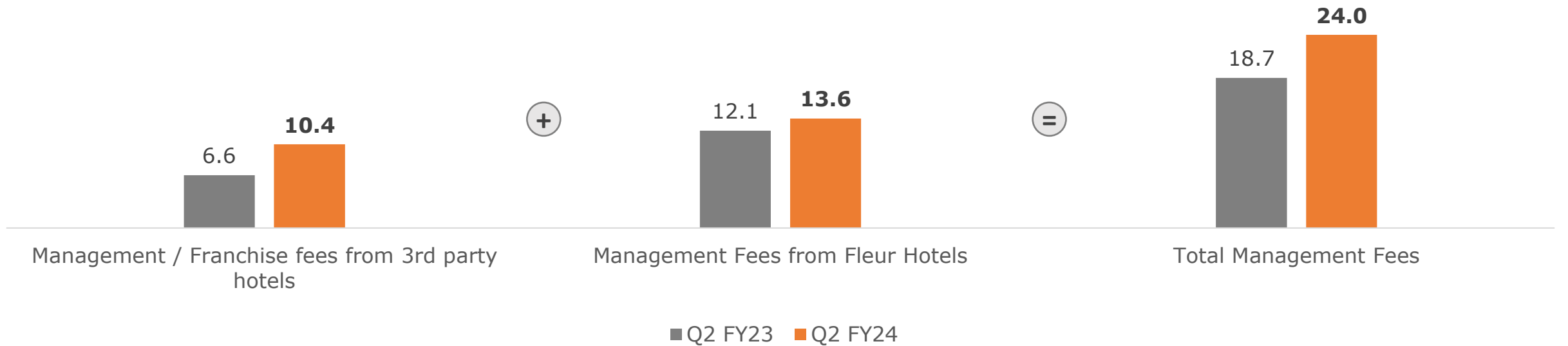
Q2 FY24 was the best ever "Q2"

Particulars	Q2 FY24	Q1 FY24	Q4 FY23	Q3 FY23	Q2 FY23	Q1 FY23
Gross ARR (Rs.)	5,268	5,237	5,824	5,738	4,917	4,822
Occupancy %	71.7%	70.2%	73.6%	67.6%	66.2%	65.1%
Revenue (Rs. Cr)	230.1	224.6	254.7	234.1	197.4	192.3
EBITDA* (Rs. Cr)	104.8	106.8	141.9	127.0	94.3	92.6
EBITDA* %	45.5%	47.6%	55.7%	54.3%	47.8%	48.2%
PBT (Rs. Cr)	35.0	36.2	73.4	59.2	25.0	20.7
PAT (Rs. Cr)	26.4	27.5	59.0	48.6	19.4	13.58

 Current quarter

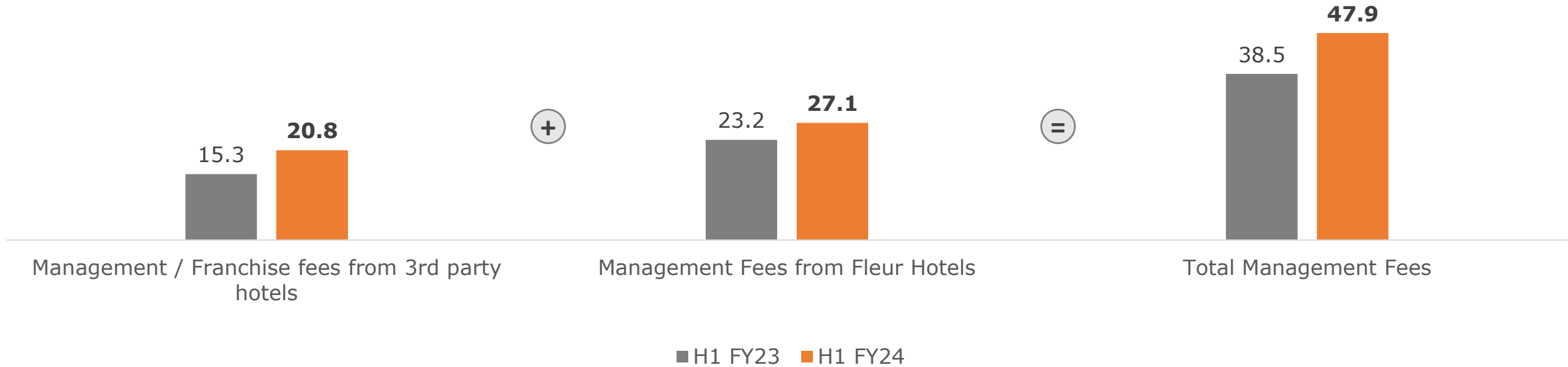
*Note: Q1 FY23 EBITDA and EBITDA Margin% is before Stamp Duty expense of Rs. 4.8 Cr

Total Management Fees | Q2 FY24 vs Q2 FY23



Fees to Lemon Tree Hotels (Rs. Cr)	Q2 FY23	Q2 FY24	Growth %
Management / Franchise Fees from 3 rd party owned hotels	6.6	10.4	58%
Management Fees from Fleur Hotels	12.1	13.6	13%
Total Management Fees	18.7	24.0	29%

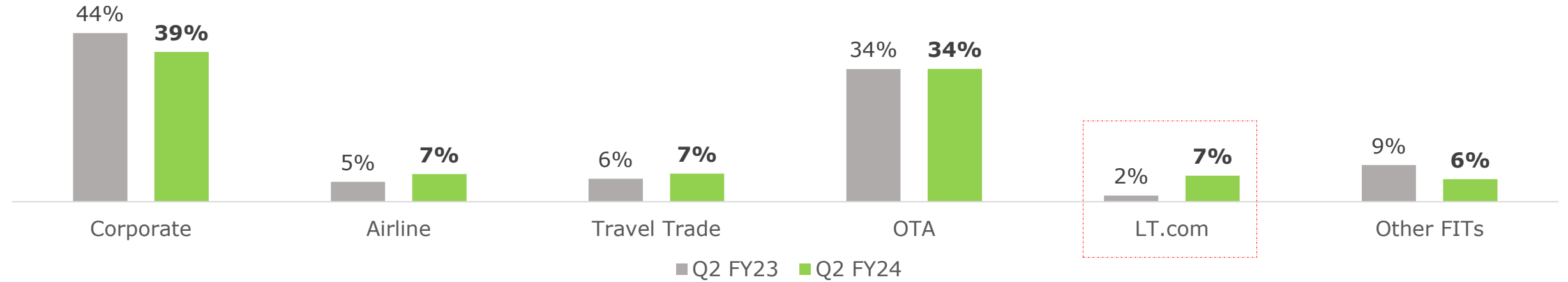
Total Management Fees | H1 FY24 vs H1 FY23



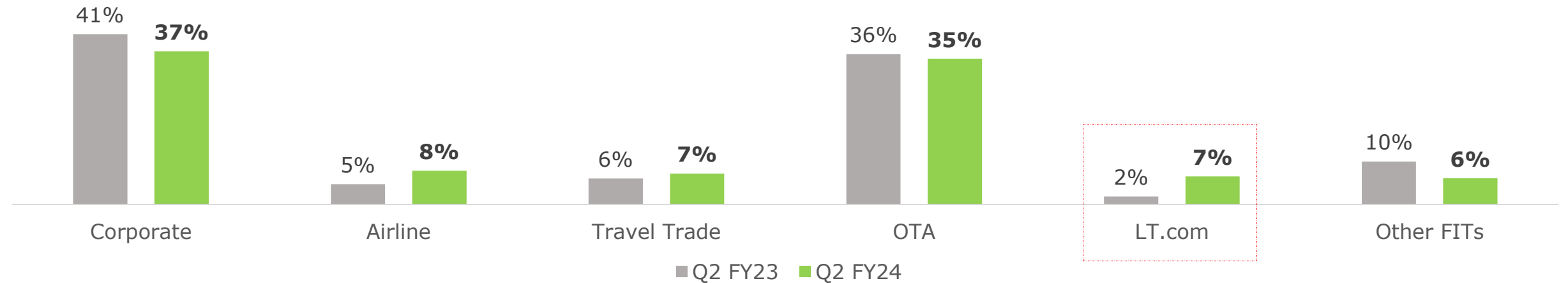
Fees to Lemon Tree Hotels (Rs. Cr)	H1 FY23	H1 FY24	Growth %
Management / Franchise Fees from 3 rd party owned hotels	15.3	20.8	36%
Management Fees from Fleur Hotels	23.2	27.1	17%
Total Management Fees	38.5	47.9	25%

Market Segments: Q2 FY24 vs Q2 FY23

Market Segments Room Nights Sold – Q2 FY24 vs Q2 FY23

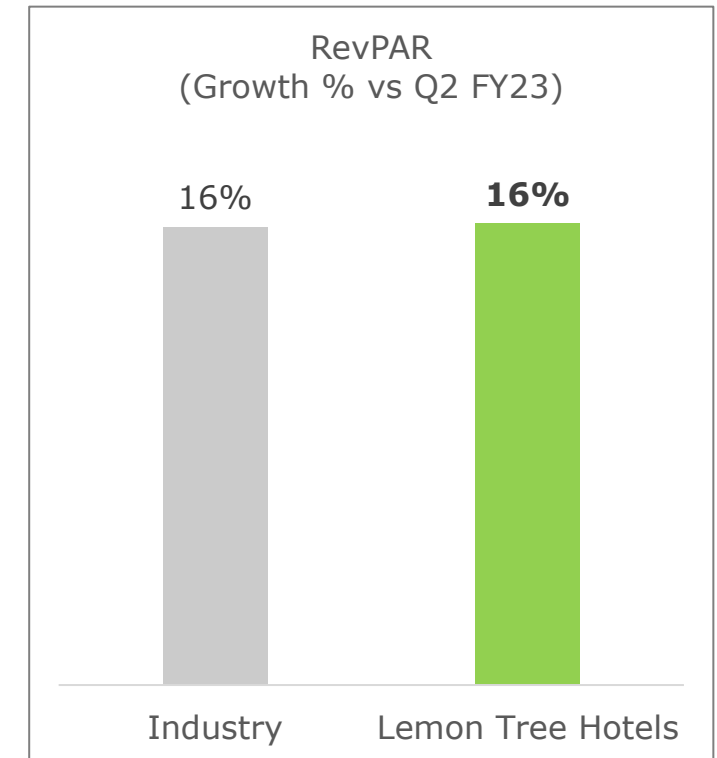
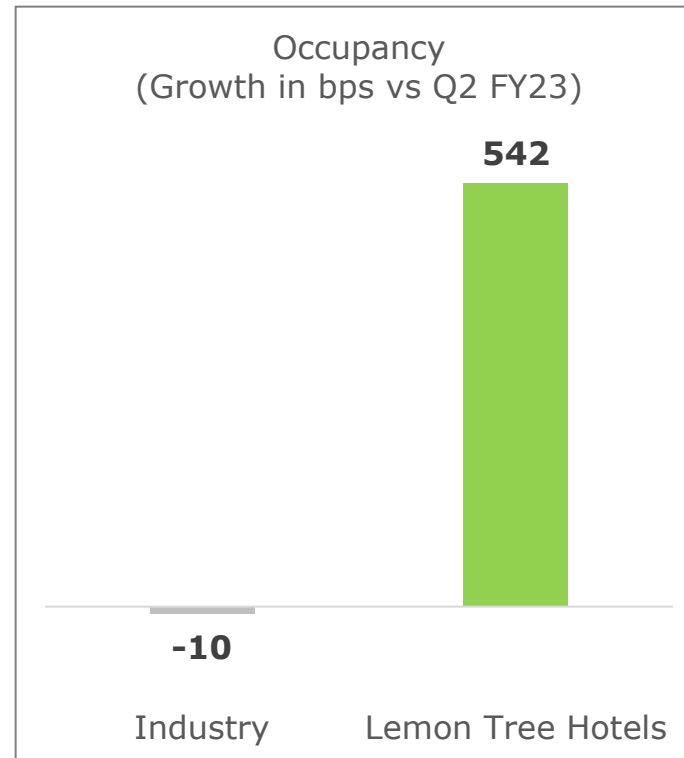
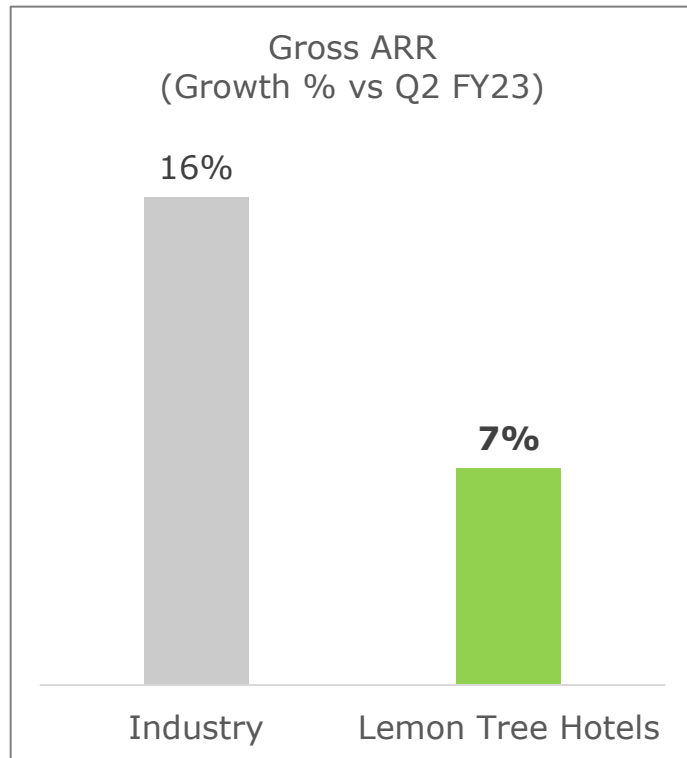


Market Segments Room Revenue – Q2 FY24 vs Q2 FY23



Trends for owned/leased rooms

LTH vs Industry, Y-o-Y Growth (Q2 FY24 vs Q2 FY23)



Source: STR India

Lemon Tree Hotel Network Revenue – H1 FY24

Hotel Network Revenue (Rs. Cr)	H1 FY24	H1 FY23	H1 FY24 vs H1 FY23 Change (%)
Owned Hotels	430	374	15%
Managed and Franchised Hotels	261	217	21%
Total Network Revenue	691	591	17%

Lemon Tree Consolidated Profit & Loss Statement – Q2 FY24

Rs. Cr	Q2 FY24	Q1 FY24	Q2 FY23	Q2 FY24 vs Q1 FY24 Change (%)	Q2 FY24 vs Q2 FY23 Change (%)
Revenue from operations	227.2	222.3	196.7	2%	15%
Other income	2.9	2.4	0.7	24%	306%
Total revenue	230.1	224.6	197.4	2%	17%
Total expenses	125.3	117.8	103.1	6%	22%
Net EBITDA	104.8	106.8	94.3	-2%	11%
Net EBITDA margin (%)	45.5%	47.6%	47.8%	-203	-225
Finance costs	48.3	49.2	45.5	-2%	6%
Finance income	0.9	1.1	0.9	-12%	1%
Depreciation & amortization	22.6	22.8	25.0	-1%	-10%
PBT	35.0	36.2	25.0	-3%	40%
Tax expense	8.6	8.7	5.6	-1%	54%
PAT	26.4	27.5	19.4	-4%	36%
Cash Profit	49.0	50.3	44.4	-3%	10%

Note: Revenue from Operations is inclusive of fee from managed & franchised hotels

Lemon Tree Consolidated Profit & Loss Statement – H1 FY24

Rs. Cr	H1 FY24	H1 FY23	H1 FY24 vs
			H1 FY23 Change
Revenue from operations	449.5	388.8	16%
Other income	5.3	1.0	443%
Total Income	454.7	389.7	17%
Total expenses	243.1	202.8	20%
Net EBITDA	211.6	187.0	13%
Net EBITDA margin (%)	46.5%	48.0%	-143
Finance costs	97.5	89.6	9%
Finance income	2.0	2.1	-5%
Depreciation & amortization	45.4	49.5	-8%
Stamp duty expenses	-	4.8	-
Share of Profit/Loss of associates	0.5	0.5	-2%
PBT	71.3	45.7	56%
Tax expense	17.3	12.7	36%
PAT	53.9	32.9	64%
Cash Profit	99.3	82.5	20%

Note: Revenue from Operations is inclusive of fee from managed & franchised hotels

Cash Profit = PAT + Depreciation
EBITDA and EBITDA Margin% of H1 FY23 is before Stamp Duty expense of Rs. 4.8 Cr



aurika®

MUMBAI

SKY CITY

OPENED ON
5TH OCT 2023

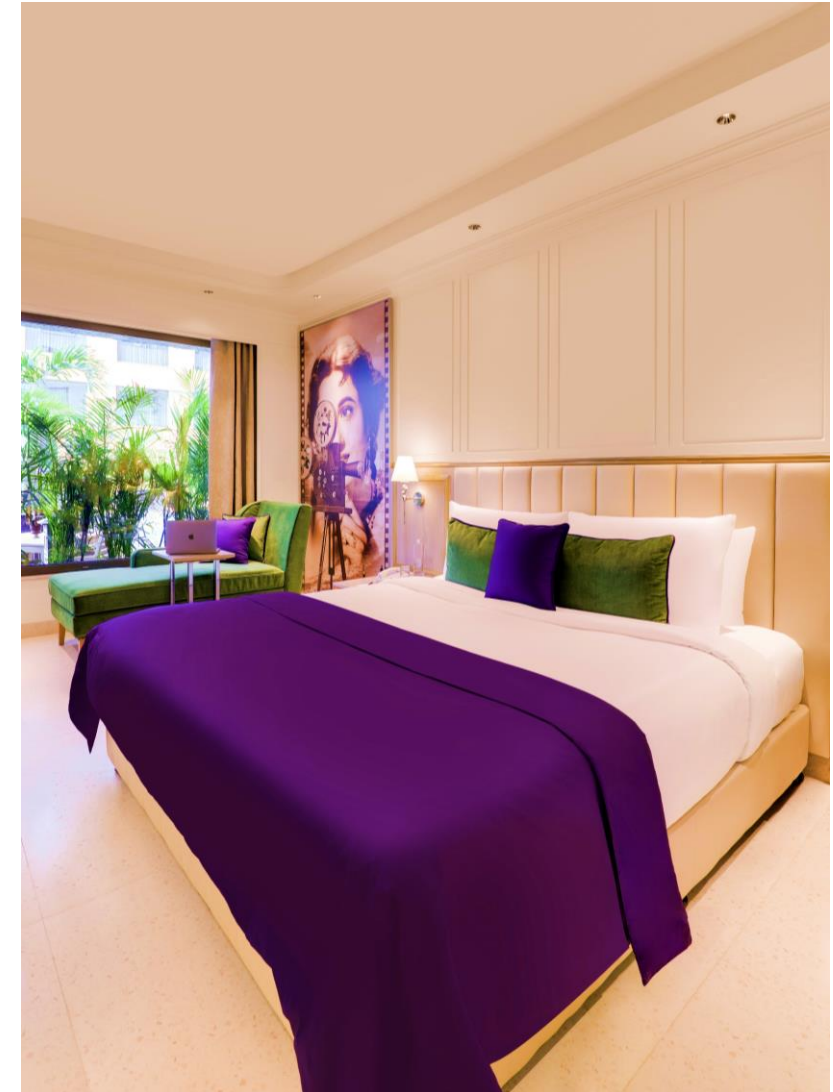
Aurika, Mumbai Sky City

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ऑरिका

HOTEL

Aurika, Mumbai Sky City | Deluxe King Room



Aurika, Mumbai Sky City | Deluxe King Room



Aurika, Mumbai Sky City | Deluxe King Room



Aurika, Mumbai Sky City | 'Mirasa' - all day dining restaurant



Aurika, Mumbai Sky City | Lobby



Lemon Tree Mountain Resort, Shimla | Representation



Lemon Tree Mountain Resort, Shimla | Current (Front)



Lemon Tree Mountain Resort, Shimla | Current (Back)

