

October 28, 2022

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** 

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

**Sub: Signing of License Agreement** 

## **Dear Sir**

With reference to the captioned subject, we would like to inform you that the Company has signed a License Agreement for a 50 room hotel in Haridwar, Uttarakhand under the Company's brand "Lemon Tree Hotel". The hotel is expected to be operational by end of CY 2024.

Carnation Hotels Private Limited, a wholly owned subsidiary and the hotel management arm of the Company will be operating this hotel.

## Please find attached herewith the copy of the press release in above regard.

Please take the above intimation on record.

Thanking you,

For Lemon Tree Hotels Limited

Nikhil Sethi setialwater 1005:deal affector7798ec630732384 =095c8ada187fec0f77f9becb63f7323b8

Nikhil Sethi **AVP Legal & Group Company Secretary And Compliance Officer** 

### **Lemon Tree Hotels Limited**

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# Lemon Tree Hotels signs a new hotel in Haridwar, Uttarakhand

**28<sup>th</sup> October, 2022:** Lemon Tree Hotels Limited, announced its latest signing – Lemon Tree Hotel, Haridwar. This property is expected to be operational by end of CY 2024 and shall be managed by Carnation Hotels Private Limited, a wholly-owned subsidiary and the management arm of Lemon Tree Hotels Limited.

Located in Jwalapur area of Haridwar, the hotel is close to the main market and the railway station and a variety of facilities are located close by. This part of the town dates back to 1700 CE and has a rich history. It is a financial and industrial hub as well as an important trading and shopping centre for the locals.

The property will feature 50 well-appointed rooms, a restaurant, a gym, meeting rooms, banquets and public areas.

Speaking on the occasion Mr. Vikramjit Singh - President, Lemon Tree Hotels Ltd. – commented, "We are delighted to expand our bouquet of hotels with a new hotel in Haridwar with our valued partner, M/s Willowy Hospitality & Tourism. This is our fourth upcoming property in the state, which will add to our seven existing hotels in Uttarakhand, a state famous for its tourism potential which plays host to a large number of travellers. We aspire to expand and diversify our existing portfolio by signing and opening more hotels to enlarge our offerings to our guests as well as owners and partners in the tourism and hospitality sector."

The holy city of Haridwar is situated on the right bank of the Ganges river, at the foothills of the Shivalik ranges. It hosts important religious events and serves as a gateway to several prominent places of worship. During the Kumbh Mela millions of pilgrims, devotees, and tourists congregate to perform ritualistic bathing on the banks of the Ganges to wash away their sins to attain *moksha* in Haridwar. Places of religious interest include Har Ki Pauri – a ghat constructed by King Vikramaditya (1st century BCE) in memory of his brother Bharthari - Chandi Devi Temple - dedicated to Goddess Chandi on the eastern bank of the river Ganges constructed in 1929 CE by the king of Kashmir, Suchat Singh, - Mansa Devi Temple - at the top of the Bilva Parvat is a tourist destination because of the mountain cable cars which offer city views. Other attractions include Maya Devi Temple, Makarvahini Temple, Kankhal, Bharat Mata Mandir and more.

#### ABOUT LEMON TREE HOTELS LIMITED

Lemon Tree Hotels Limited is India's largest hotel chain in the mid-priced 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-market sector, consisting of the upper-



midscale, midscale and economy segments. We deliver differentiated yet superior service offerings, with a value-for-money proposition.

LTHL opened its first hotel with 49 rooms in May 2004 and currently operates ~8,400 rooms in 87 hotels across 52 destinations, in India and abroad, under its various brands viz. Aurika Hotels & Resorts, Lemon Tree Premier, Lemon Tree Hotels, Red Fox Hotels, Keys Prima, Keys Select and Keys Lite. As the current pipeline becomes operational, ~10,950 rooms in 116 hotels across 71 destinations, in India and abroad shall be operated under the LTHL brands.

Lemon Tree Hotels, including Keys Hotels, are located across India, in metro regions including the NCR, Mumbai, Kolkata, Bengaluru, Hyderabad and Chennai, as well as numerous other tiers I and II cities such as Pune, Ahmedabad, Chandigarh, Jaipur, Indore, Aurangabad, Udaipur, Vishakhapatnam, Kochi, Ludhiana, Thiruvananthapuram and Vijayawada. The company expanded internationally with hotels opening in Dubai in December 2019 and in Bhutan in February 2020. New hotels are also set to open internationally in Bhutan and Nepal.

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