



August 13, 2024

**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**

**Sub: Signing of Franchise Agreement - Keys Select by Lemon Tree Hotels, Varanasi**

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

---

Dear Sir/ Madam,

We would like to inform you that the Company has signed a Franchise Agreement for its upcoming hotel in Varanasi, Uttar Pradesh under the Company's brand - Keys Select by Lemon Tree Hotels.

This hotel will feature 50 well-appointed rooms, a restaurant, a bar, a banquet, meeting rooms, a fitness center, a swimming pool and other public areas and is expected to be operational in FY28.

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

Please take the above intimation on record.

Thanking you,

For **Lemon Tree Hotels Limited**

**Jyoti Verma  
Group Company Secretary  
& Compliance Officer  
M. No. F7210**

**Encl: a/a**

**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 signs a new property in Varanasi, Uttar Pradesh**

**New Delhi, August 13<sup>th</sup>, 2024:** Lemon Tree Hotels announced its latest signing - Keys Select by Lemon Tree Hotels, Varanasi. The property shall be franchised by Lemon Tree Hotels Limited and is expected to open in FY 2028.

Varanasi, also known as Banaras or Kashi, is one of the world's oldest cities, in Uttar Pradesh, India. As the spiritual capital of India, it sits on the banks of the sacred Ganges River and is a key center for Hindu religion and culture. Famous for its ghats, where rituals and the Ganga Aarti are performed, Varanasi is also renowned for its exquisite Banarasi silk sarees. The city's rich history, culture, and spirituality make it a unique and profound destination.

Key Select by Lemon Tree Hotels, Varanasi will feature 50 well-appointed rooms, a restaurant, a bar, a banquet, meeting rooms, a fitness center, a swimming pool and other public areas. The Varanasi Airport is about 30 kms away while the Varanasi Railway Station is about 8 kms away from the property. The hotel is well connected by roadways for both public and private transport.

Speaking on the occasion, Mr. Vilas Pawar, CEO- Managed & Franchise Business, Lemon Tree Hotels commented, *"We are delighted to announce the expansion of our portfolio in Varanasi, the cultural and spiritual heartland of Uttar Pradesh. Lemon Tree Hotels aims to become the most preferred hospitality chain across different segments by expanding its footprint across cities of different tiers and all states across the country. This opening will be in addition to our seven existing and five upcoming hotels in the state."*

### **ABOUT LEMON TREE HOTELS LIMITED**

Lemon Tree Hotels Limited (LTHL) is one of the largest hotel chains in India, and owns/leases/operates/franchises hotels across the upscale, upper-midscale, midscale and economy segments. LTHL delivers differentiated yet superior service offerings, with a compelling value proposition. The group offers seven brands to meet guests' needs across all levels, viz. Aurika Hotels & Resorts, Lemon Tree Premier, Lemon Tree Hotels, Red Fox Hotels by Lemon Tree Hotels, Keys Prima by Lemon Tree Hotels, Keys Select by Lemon Tree Hotels and Keys Lite by Lemon Tree Hotels.

LTHL opened its first hotel with 49 rooms in May 2004. Today, the company has a portfolio of 160+ hotels, which includes over 110 operational hotels and more than 60 hotels set to open in India and internationally. Lemon Tree Hotels are located across metro regions, including the NCR, Mumbai, Kolkata, Bengaluru, Hyderabad and Chennai, as well as numerous tier I, II and III cities such as

Pune, Ahmedabad, Chandigarh, Jaipur, Indore, Aurangabad, Udaipur, Visakhapatnam, Kochi, Ludhiana, Thiruvananthapuram, Vijayawada etc. The company expanded internationally with hotels opening in Dubai in December 2019, in Bhutan in February 2020 and in Nepal in April 2024.