

January 22, 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, Anjar (Gujrat)**

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

Dear Sir/Madam,

With reference to the captioned subject, we would like to inform you that the Company has signed a Franchise Agreement for upcoming hotel in Anjar, Gujrat under the Company's brand- 'Keys Select'.

The hotel will feature 61 well-appointed rooms, restaurant, a fitness center, a lounge, banqueting facilities, meeting rooms and other public areas and is expected to be operational in FY 27.

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

Thanking you,

**For Lemon Tree Hotels Limited**

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



## **Lemon Tree Hotels signs a new property in Anjar, Gujarat**

**New Delhi, January 22<sup>nd</sup>, 2024**: Lemon Tree Hotels announced its latest signing – Keys Select by Lemon Tree Hotels, Anjar. The property, which will be franchised by Lemon Tree Hotels Limited, is expected to open in FY27.

Anjar is a town in the Kutch district of Gujarat, India and has a rich historical and cultural heritage. The town has several temples, mosques, and other historical structures that reflect its cultural diversity. Anjar's economy is primarily based on agriculture and trade and the city is known for its marketplaces where various goods are bought and sold.

Keys Select by Lemon Tree Hotels, Anjar will feature 61 well-appointed rooms, restaurant, a fitness center, a lounge, banqueting facilities, meeting rooms and other public areas.

The Bhuj Airport is about 42 kms away, while the Anjar railway station is just 3 kms away from the hotel. Moreover, the city enjoys excellent connectivity by road and is in close proximity to Rann of Kutch, Bhuj and Gandhidham. It is just 15 kms away from Gandhidham, the economic capital of Gujarat.

Speaking on the occasion, Mr. Vilas Pawar, CEO – Franchise Business, Lemon Tree Hotels commented, *"We are pleased to announce the expansion of our portfolio in Gujarat. This opening will be in addition to our six existing and six upcoming hotels and resorts in the state. The rich culture and state's pro-business policies, infrastructure development and strategic location are a great draw for business and leisure travellers"*

### **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 150+ hotels, which includes over 100 operational hotels and more than 50 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 and in Bhutan in February 2020. New hotels are also set to open internationally in Bhutan and Nepal.