

Lemon Tree Hotels Ltd. signs a new property in Surat, Gujarat under the Aurika Hotels & Resorts brand

The property will expand the footprint of the company's upscale brand – Aurika Hotels & Resorts

New Delhi, August 23, 2024: Lemon Tree Hotels Ltd. announced its latest signing Aurika, Surat in Gujarat under its upscale brand, Aurika Hotels & Resorts. The property is slated to open in FY 2030 and shall be operated by Carnation Hotels Pvt. Ltd., a subsidiary and the management arm of Lemon Tree Hotels Ltd.

Aurika, Surat will feature 175 aesthetically designed rooms and suites, along with Mirasa, the all-day dining restaurant, banquet facilities including Ekaara, the ballroom and Aurum, the boardroom, a stunning swimming pool and a rejuvenating spa.

Surat is a global powerhouse in diamond cutting and polishing, as well as a major producer of silk and synthetic fabrics giving it the name of the 'Diamond City of India' and also the 'Silk City'. Beyond its industrial acclaim, Surat stands as a testament to Gujarat's rich cultural and economic heritage while being steeped in history, with landmarks like the Dutch Garden and Surat Castle, which echo the city's storied past. The Tapi River meanders through the city, adding to its picturesque charm. It is also a paradise for food enthusiasts, offering delightful street food and traditional Gujarati dishes that reflect the region's culinary diversity.

Speaking on the occasion, Mr. Vilas Pawar, CEO – Managed and Franchise Business, Lemon Tree Hotels Ltd., commented, "We are thrilled to announce the signing of Aurika, Surat, marking our second Aurika property in Gujarat. This addition will further strengthen our presence in the state, where we currently operate seven hotels and have nine more in the pipeline. Aurika, Surat, will embody our commitment to upscale hospitality, offering guests an exceptional blend of opulence and local culture. We are excited to bring our distinctive experience to this vibrant city, ensuring it becomes a sought-after destination for both domestic and international travellers."

ABOUT AURIKA HOTELS & RESORTS

Aurika hotels are stylishly elegant yet comfortably informal. With an emphasis on design, these hotels are a reflection of the soul of the destination where they are located and each has its own personality.

These hotels feature new-age dining and innovative entertainment options, complemented by invigorating fitness and wellness facilities. Inspiring spaces, flawless delivery and cutting-edge technological solutions ensure that our guests can work, play and relax effortlessly.

The essence of the brand is reflected in 'beyond the unusual'. Service goes beyond the expected and is attentive and personal, yet unobtrusive.

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.