

Lemon Tree Hotels signs Keys Prima hotel in Akola

Lemon Tree Hotels Limited has announced the signing of a new hotel in Akola, further strengthening its presence in Maharashtra. With this addition, the company's portfolio in the state now stands at 28 properties, comprising 15 operational hotels and 13 in the pipeline.

The upcoming hotel will be operated by Carnation Hotels Private Limited, a wholly owned subsidiary of Lemon Tree Hotels Limited.

Expanding into Vidarbha's commercial hub

Located in the Vidarbha region, Akola is an important commercial and agricultural centre, widely recognised for its cotton production and vibrant trading ecosystem. The city has witnessed steady growth in recent years, supported by infrastructure development and increasing business activity.

The hotel will operate under the Keys Prima brand and will feature 55 rooms. Facilities at the property will include a restaurant, banquet and conference spaces, along with recreational amenities such as a fitness centre, swimming pool, and spa.

The hotel is situated approximately 265 km from Dr Babasaheb Ambedkar International Airport and about 4.4 km from Akola Junction railway station.

Leadership perspective

Vilas Pawar, Chief Executive Officer – Managed & Franchise Business at Lemon Tree Hotels Limited, noted that Akola's growing commercial importance within the Vidarbha region makes it a strategic addition to the company's Maharashtra portfolio. He highlighted that as business activity expands beyond the state's primary metropolitan centres, emerging regional cities present strong opportunities for quality branded hospitality.

The signing aligns with the company's broader strategy to expand its presence across emerging regional markets in Maharashtra.