

Lemon Tree Hotels signs its new property in Madhya Pradesh in Omkareshwar

Lemon Tree Hotels Limited has announced the signing of Lemon Tree Premier, Omkareshwar, further strengthening the company's presence in Madhya Pradesh. The upcoming property is well positioned to serve both business and leisure travellers, offering Lemon Tree's signature fresh, vibrant, and value-driven hospitality experience.

A strategic location in a major pilgrimage destination

Lemon Tree Premier, Omkareshwar will be located in the sacred temple town set on an island in the Narmada River. Omkareshwar is home to one of the twelve Jyotirlingas of Lord Shiva and is renowned for its profound spiritual significance, ancient temples, and tranquil river ghats. The destination attracts pilgrims and travellers seeking spiritual enrichment, reflection, and a connection with India's cultural heritage.

Key highlights and guest amenities

The hotel is expected to feature:

- 85 well-appointed rooms
- A restaurant
- A banquet hall and meeting room
- Recreational facilities including a fitness centre, swimming pool, and spa

Strengthening the leisure and spiritual travel portfolio

Commenting on the signing, Vilas Pawar, CEO – Managed & Franchise Business, Lemon Tree Hotels, said the addition reflects the brand's continued focus on expanding its presence across key leisure and spiritual destinations in Madhya Pradesh. He noted that Omkareshwar is an ideal destination for pilgrims and travellers seeking divine blessings, spiritual reflection, and meaningful cultural experiences.

He further highlighted that the state currently has four operational Lemon Tree hotels and ten additional properties under development, reinforcing the company's strong growth trajectory in the region.