

## **Ujjain ushers in a new chapter for Lemon Tree**

Lemon Tree Hotels announced the signing of its newest property, Lemon Tree Hotel, Ujjain, Madhya Pradesh, which will be managed by Carnation Hotels Private Limited, a wholly-owned subsidiary of Lemon Tree Hotels Limited.

Ujjain, a historic city in Madhya Pradesh, India, is celebrated for its deep spiritual and cultural significance. Known as the Spiritual Capital of India, it is home to the revered Mahakaleshwar Temple, one of the twelve Jyotirlingas dedicated to Lord Shiva, attracting millions of pilgrims annually. Ujjain's role as a major pilgrimage site extends to Hindus, Jains, and Buddhists, with the city playing a central part in the Kumbh Mela, a grand Hindu festival held every 12 years. Its rich blend of ancient temples, historical monuments, and vibrant street markets offers visitors an immersive experience of India's spiritual and cultural tapestry.

Expected to open FY 2027, Lemon Tree Hotel, Ujjain, Madhya Pradesh, will feature 72 well-appointed rooms, a restaurant, a bar, a swimming pool, and other public areas. The Devi Ahilyabai Holkar International Airport, Indore, is approximately 50 km away, while the Ujjain Railway Station is 4 km away. The hotel is well connected by roadways for both public and private transport.

Speaking on the occasion, Vilas Pawar, CEO of Managed and Franchise Business, Lemon Tree Hotels, remarked, "Spiritual destinations have seen a renewed interest, and there has been a marked uptick in the number of pilgrims visiting places of religious and spiritual significance. Being the Spiritual Capital of India, Ujjain is on the must-visit list for pilgrims and we are thrilled to expand our presence in the city."