

Date:29-09-2025

To,  
NSE Limited,  
Exchange Plaza ,  
Bandra Kurla complex  
Bandra East  
Mumbai 400051

Name of Scrip: Saj Hotels Limited

Sub – Disclosure pursuant to Reg 30 of SEBI (Listing Obligation and Disclosure Requirement)  
Reg 2015

Dear Sir,

We would like to inform you that the Company has signed a Franchise Agreement, Under this arrangement, the Company's property, Saj by the lake, Malshej Ghat , Maharashtra, will be marketed under the key brand of Lemon Tree Hotel Brand. viz. Keys Prima by Lemon Tree Hotels, Saj by the Lake, Malshej Ghat, Maharashtra.

Please find attached herewith the copy of the press release in this regard. You are requested to kindly take the same on record.

Thanking You,

For Saj Hotels Ltd,



Karna Timbadia  
Managing Director  
DIN 01753308

Date : 29-09-2025

## **Saj Hotels Limited Announces Franchise Partnership with Lemon Tree Hotels Limited for Saj by the Lake, Malshej Ghat**

**Saj Hotels Limited**, a listed entity engaged in the hospitality industry with a diversified portfolio of resorts, is pleased to announce a strategic **marketing and distribution arrangement via a franchise agreement** with **Lemon Tree Hotels Limited (LTHL)**. Under this arrangement, the Company's property, **Saj by the Lake, Malshej Ghat, Maharashtra**, will be operated and marketed under the **Keys Prima by Lemon Tree Hotels brand**.

This partnership represents an important milestone in Saj Hotels' journey. By aligning with Lemon Tree Hotels, it not only strengthens the brand presence but also gain access to a larger customer base that already trusts Lemon Tree's service standards. This collaboration will enhance guest experiences at Saj by the Lake and reinforce Saj's commitment to delivering exceptional hospitality.

### **About Saj Hotels Limited**

Saj Hotels Limited has established itself as a trusted name in the hospitality sector, catering to Business-to-Business (B2B), Business-to-Business-to-Customer (B2B2C), and Business-to-Customer (B2C) segments. Its portfolio spans premium resort accommodations, with a focus on offering end-to-end guest experiences. The Company's resorts are equipped with well-appointed rooms, multiple dining options, spa and wellness facilities, recreational activities, and personalized concierge services. In addition, Saj Hotels' properties serve as versatile venues for conferences, weddings, and social events, backed by comprehensive event planning and execution services.

### **The Property – Saj by the Lake, Malshej Ghat**


Rebranded as **Saj Resort Keys Prima by Lemon Tree Hotels**, this 55-room property is located amidst the scenic Western Ghats and offers guests a unique blend of nature, history, and leisure. The resort is surrounded by lush hills, calming waterfalls, and diverse birdlife.

## About Lemon Tree Hotels Limited

Lemon Tree Hotels Limited is one of India's leading hospitality companies, catering to a wide spectrum of guests across premium, mid-scale, and economy segments. With seven distinct brands—Aurika Hotels & Resorts, Lemon Tree Premier, Lemon Tree Hotels, Red Fox Hotels, Keys Prima, Keys Select, and Keys Lite.

Serving over **1.5 million guests annually**, LTHL currently operates **120+ hotels across 75+ cities** in India and abroad, with a robust pipeline of **110+ upcoming properties**. Its presence spans metro hubs such as Delhi-NCR, Mumbai, Bengaluru, and Hyderabad, as well as Tier II & III cities like Jaipur, Udaipur, Kochi, and Indore, in addition to international locations including Dubai, Bhutan, and Nepal.

For Saj Hotels Ltd



Rahul M. Timbadia



Director

Din : 00691457