



Press Release



Smartworks to grow six times by 2020

To operate over **3 million** sq. ft. of shared workspaces space
across tier-1 and 2 cities

New Delhi, December 7, 2017: Smartworks, India's largest provider of shared workspaces, has revealed its aggressive growth plans to expand to 3 million square feet, in over 20 Tier 1 and 2 cities, pan-India by the year 2020. Smartworks currently operates over 7,00,000 square feet of best-in-class, bespoke shared workspaces across 14 centres in nine Tier 1 cities spanning the country. Smartworks aspires to reinvent India's workspaces with a simple motto. ***“Create office space where people “want” to go not just ‘have’ to go!”***. ***Smartworks thrives to become a hybrid of real estate, design, technology, hospitality & services to make every day in office meaningful!***

The commercial office space market in poised to climb fresh peaks with a strong positive outlook, and a strengthening GDP that is expected to drive massive supply of an estimated 150 m sq. ft commercial office in India over the next three years. In a short span of 16 months, Smartworks has emerged as India's fastest growing and largest player in the space. Smartworks has a diverse clientele that includes both well-funded start-ups and multinational corporations like ArcelorMittal, Amazon Web Services, TCL, DHL, Bacardi, Cambium, Daikin among others.



The Smartworks concept emerged from new-age workspaces becoming obsolete to meet current millennial generation needs. Inspiring office experience is top of mind for enterprise businesses to attract talent, boost employee productivity and reduce employee attrition. Doing business is hard enough, on top of that managing recurring costs & capex requirements, conducting commercial due diligence, running daily maintenance tasks while delivering superior office experience is becoming increasingly cumbersome. Juggling hats between a CEO to HR and HR to an administrative is cumbersome & kills productivity. The loopholes in contemporary office solutions are disrupting India's office space dynamics, giving way to shared workspaces

Speaking about his ambitious plans, Neetish Sarda – Founder Smartworks said “The Indian real estate industry is at the cusp of creating massive business opportunity for the entire ecosystem. Our aim is to garner mindshare for our uniquely positioned niche offering of serviced workspaces, against this positive landscape. We are driven to change how Indians perceive offices. Our clients find immense value for the office experience and culture we have on offer, to make employees more productive and reduce attrition rate. In essence, we are not an office space provider, we aim to be a way of life!!”.

In a bid to delight its customers, Smartworks transforms office experience by providing an entire ecosystem of services like concierge services, employee engagement, health and wellness, creche facilities, locker and shower rooms etc. Further, services like round the clock support hub for IT needs, access to professionals like chartered accountants, lawyers alongwith discounts to over 100+ partners for your enterprise office needs takes away hassles of running day to day office operations. Smartworks has also significantly invested to build a technology-rich, progressive workplace environment with state

of art video conferencing capabilities, visitor management system, augmented reality office tours among others. Recently, Smartworks launched “Smartworks application” - an application that works as a collaboration and networking tool helping users increase efficiency and reduce downtime for essential but operational tasks. It helps the customers collaborate with Smartwork's pan India community, book meeting rooms in advance, carpool the smart way by finding their carpool buddies within their office, order beverages from their workstations and enjoy several location-optimised offers, rebates and event listings from brand partners.



Harsh Binani - Co-Founder of Smartworks, said, “Making employees’ happiness it’s holy grail, Smartworks, today has become a torchbearer of India’s shared spaces. We measure our success based on employee happiness index and how we have transformed the overall office experience of any Smartworker. The team has now put its heart & soul in creating ‘future workspaces’ via its fantastic designs, technology and personalized value-added services!

Our aim is to build tailor made offices wherein a company could thrive on qualitative networking opportunities and expand itself while shaping the office as per its own culture and ecosystem in the Smartworks universe. We put great emphasis on the privacy of our clients, while connecting them within the community with like-minded professionals.”

The company’s leadership team comprises Neetish Sarda - who has a strong base in real estate as well as the required skill in identifying the right premises that would make for successful shared workspaces to suit small and large corporates. The leadership team has been further strengthened with Harsh Binani coming on board with a strong background in strategy and operations from having spent over five years at McKinsey & Co’s Chicago office. He holds an MBA degree from Kellogg School of Management, USA and a graduate degree in Economics from Shri Ram College of Commerce. Neetish and Harsh are determined to make Smartworks the largest network of new age, serviced offices in India, indexing on customer experience, technology and community. The duo at Smartworks believe that the company is steadily gaining ground with over 33% of the market share, to be a key player in the field, considering the Indian landscape where the co-working industry is expected to receive \$400 million investment per year and the market is expected to have 12000+ startups by 2020.

About Smartworks

Smartworks is the largest provider of bespoke shared workspaces in India, which aims to provide an unparalleled work experience to its members. Loaded with smart technology, state-of-the-art infrastructure, and a thriving community culture, Smartworks' serviced offices are designed to ensure that employees rate high on the productivity scale, while their employers build great and efficient places to work.

The company offers fully serviced offices ranging from private offices (for individuals and teams) to shared and virtual offices. Smartworks has its presence through multiple facilities in Delhi, Noida, Gurgaon, Kolkata, Bangalore, Mumbai, Pune, Hyderabad and Chennai. Each of these centres is a technology-rich, collaboration-focused workplace with modern and distinguished features, ergonomic considerations and high levels of hospitality. The tastefully designed areas of recreation and breakout rooms, across each centre, serve as hubs for a bevy of engaging activities and have a distinct vibe that attracts both users and visitors.

The company made its pan India foray in April 2016 and has grown exponentially since then. Presently, the company has 14 centres across nine cities and targets to have over 3 million square feet of serviced office space, covering all major Tier 1 and Tier 2 cities , over the next three years.

For more information log on to : www.smartworksoffice.com