



NEWSLETTER

January Issue



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Hey there,

This is the Address's newsletter, and you are receiving it either because we discovered each other this month or eons ago. Whatever the case, we are glad you are here.

In case you are a new reader, expect a mix of news and updates from near and far, events, trends, and updates from the world of Address. Also, fun/celebrations, while we are at it.

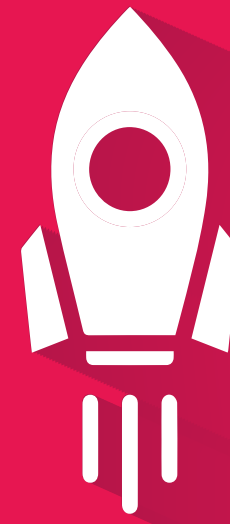
In the last few months, our company has been learning how to navigate between the launches of two new Address premises, Indore and Baroda, while also keeping up with the inauguration of a handful of new clientele. We are delighted to also be featured in Elle Decor - India's latest roundup of offices!

We hope you enjoy reading our newsletter and will be indebted if you allow us to hear what you would like to read or simply what didn't work for you.

A very happy holiday season to you. We hope you have a wonderful festive week with Christmas and New Year's around the corner.

Happy Reading!

The Address's expansions



#1 Indore

It is with great pleasure that we announce our new Address premise in Indore as we embark on the final quarter of 2022. This 20,000-square-foot commercial space in Indore's premium locality offers an array of amenities to make it a perfect working environment for our clients. The facility includes breakout rooms, conference rooms, cafeterias, etc. There are intricate details throughout the Indore workspace as well as ergonomic, appealing, and radiant designs that make it hard to resist.

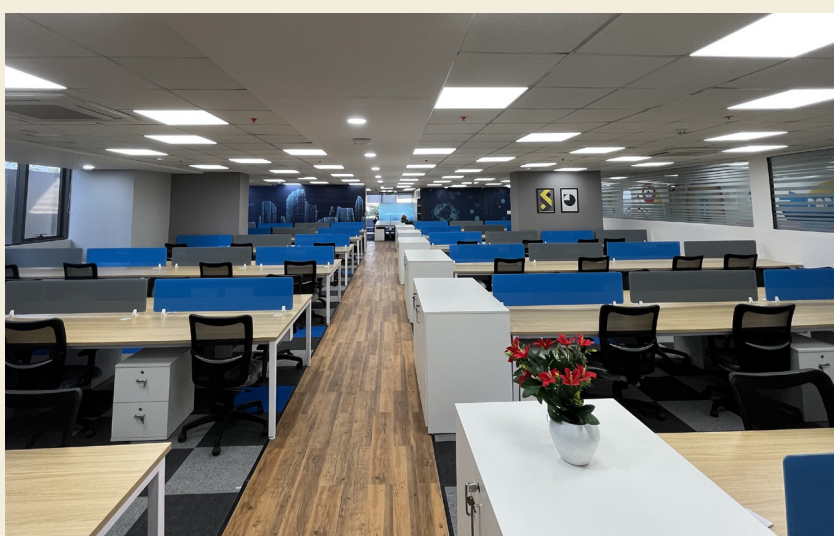
Congratulations to the whole Address team, and we wish the new members of the premises much success. As always, which city is next?

#2 Baroda

The launch of our second plush center in Baroda is a true joy for us. This facility features 60,000 square feet of managed office space, Grade A property, top-notch facilities, and superior infrastructure. This workspace has been customized specifically for our client - Pro Unlimited. Magnit, formerly known as Pro Unlimited, is a global leader and pioneer in contingent workforce management. We are pleased to learn that the company's innovation spans 30 years and that they deliver modern workforce solutions to clients around the world. Hopefully, this newfound partnership will be smooth, seamless and hassle-free.

Congratulations team!

Welcome to the world of **The Address!**



Work Anniversary

Vipul Sir completes a year!



The Address has progressed slowly and steadily over the years, and we have always been in awe of those who progress alongside us. This year, we have completed a year with our - director of sales operations and real estate strategy - Vipul Sir.

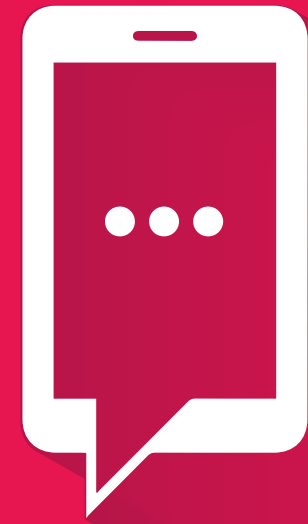
Thereby, we wish our champion - Vipul Lodha Sir - a very happy first work anniversary. You have been an integral part of our team for the past year and undoubtedly your contributions were crucial to the success of our organization.



Without a doubt, you've been the star performer of the year, constantly stealing the show and delivering above and beyond what's expected of you.

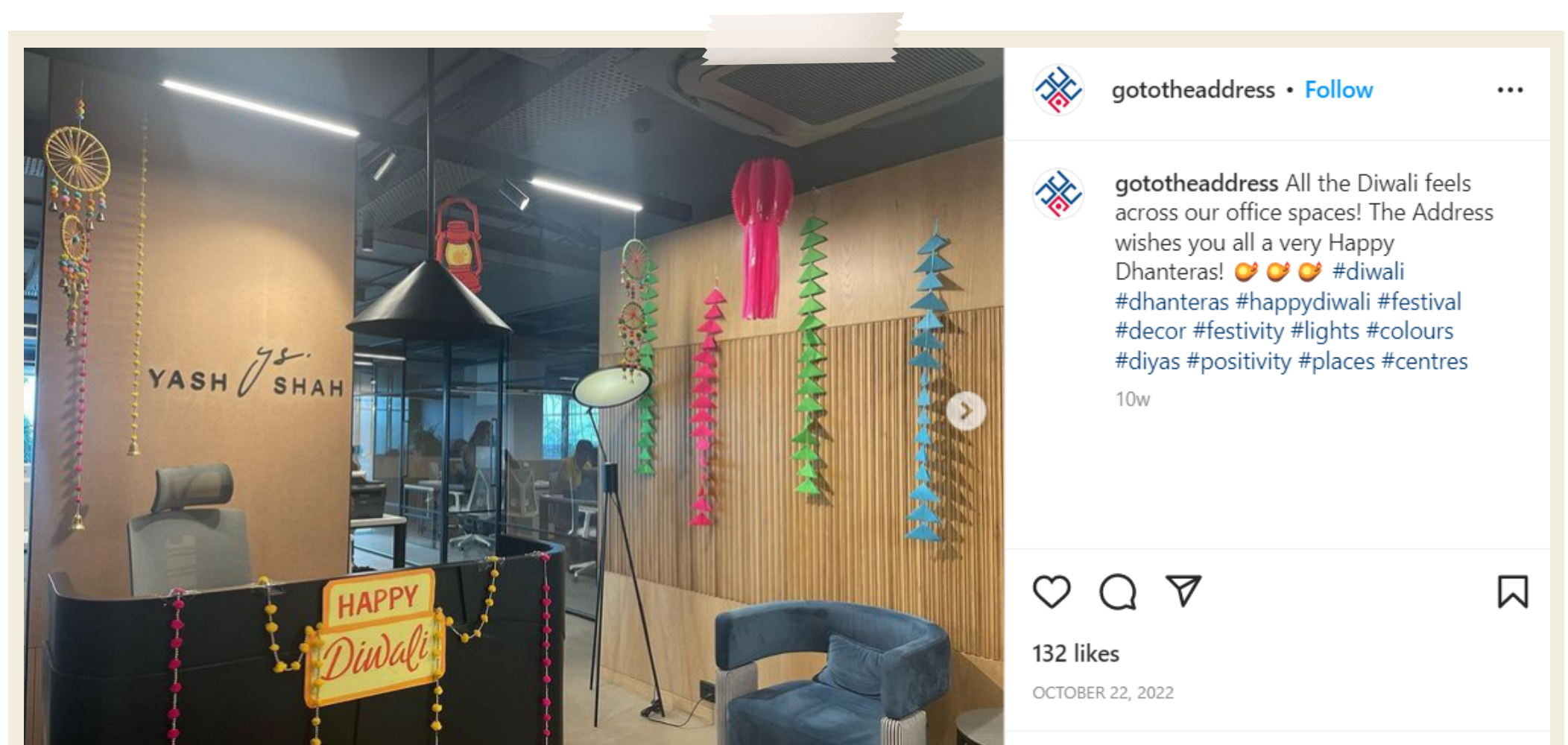
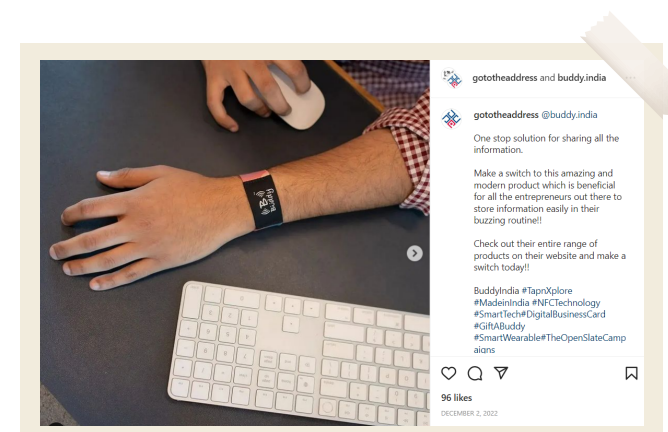
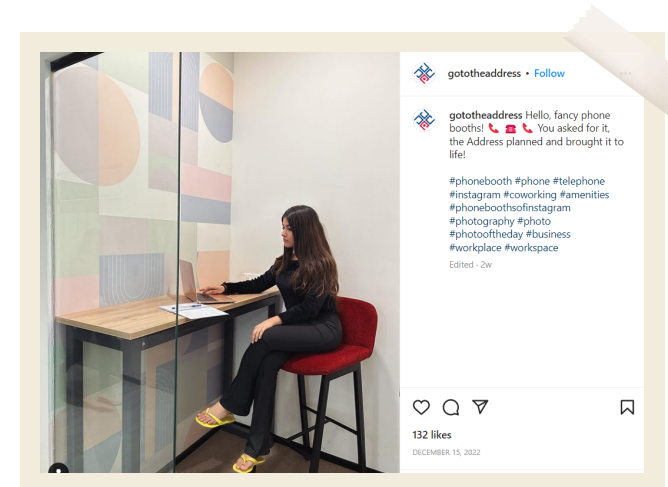
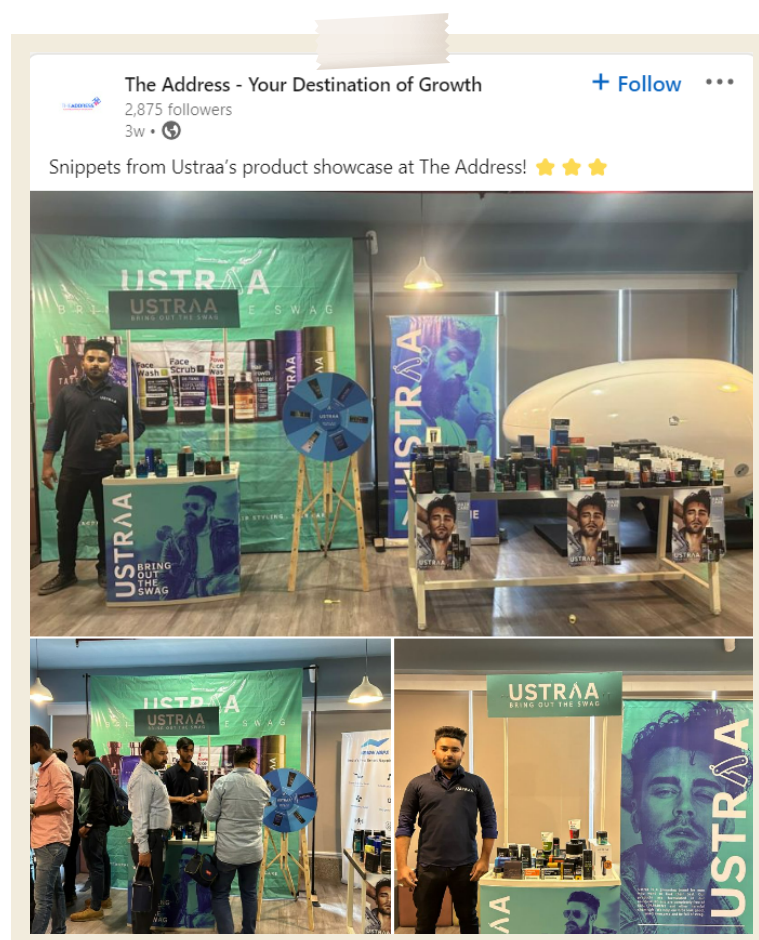
We wish you unimaginable success and success beyond your wildest dreams.


Social Media



You can stay up to date with all things The Address by following us on our social media handles. We are on all prominent platforms such as LinkedIn, Instagram, Facebook, Twitter, and YouTube.

Here's presenting you a little bit from our digital scrapbook:





Address's Teammate's Testimonial - Blog by Rakhi Nagpal



The morning that I applied for a position as a community associate at a coworking space is still vivid in my memory. My knowledge of coworking spaces was limited at that time, so I chose to apply simply for its appeal. Nonetheless, I sat myself down to research and understand the coworking approach later. As a result, I was pleasantly surprised to see the sea of differences between it and the traditional workspaces.

Whether it was the tight-knit community or the robust events and powerful networking that took place here - this place truly bred unlimited opportunities. Furthermore, The Address fostered dynamism by housing together entrepreneurs, freelancers, start-ups,

multinational companies, and various kinds of businesses. I was overwhelmed by how much there was to absorb and learn from this place at first. This opportunity, however, felt wholesome because it would challenge me holistically and give me a lot of opportunities to hone my skills.

Furthermore, being an Interior designer myself, I decided to stay at The Address because of its slick, well-designed interiors and sophisticated infrastructure. As I look back on the last couple of months here, I am glad I didn't miss out on this opportunity. In various facets of my work, this place has truly allowed me to grow and enrich myself. Sometimes as an organizer of events and many a time as a consultant for the best workspace design, my hands have never been idle.

As a final note, and perhaps most importantly, the idea of growing with the Address community has made every day phenomenal. I have found the community to be highly welcoming and has created a spirit of camaraderie. This has changed my perspective on how we should work together for the company's betterment and helped me maneuver my way into understanding how to operate as a team. A peer-to-peer learning model was demonstrated in this manner - the actual value of coworking, regardless of how confusing and unpredictable it all may be.

One needs to understand that all of these changes can only occur by readjusting your priorities so that your needs are met not only by you but by the community.

Highlights of the Month

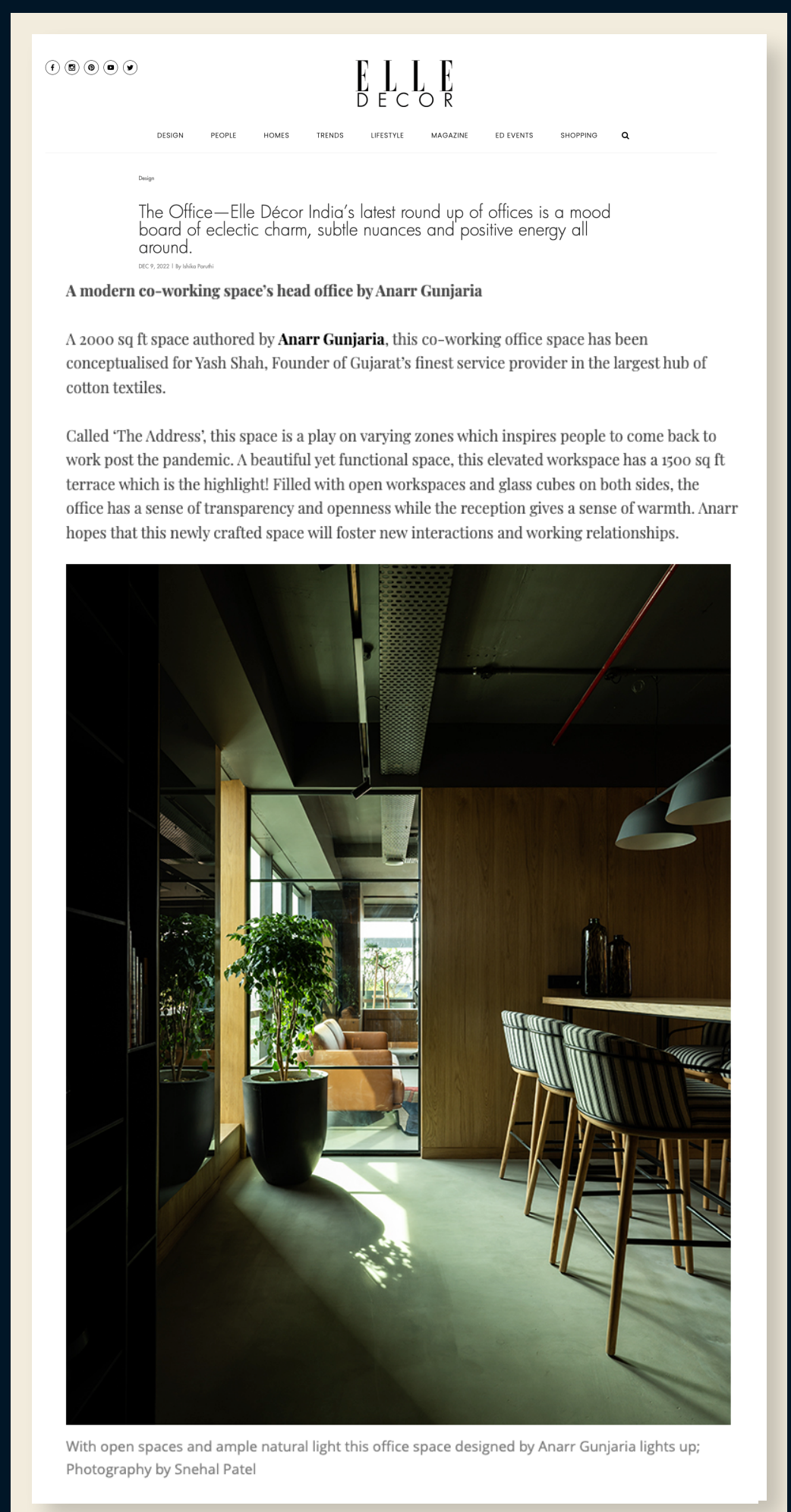


Elle Decor **Featured** our Address Headquarters!!

The Address' headquarters recently got featured in Elle Decor - India's latest round-up of Offices! The Team is brimming with joy for the office to be recognised as "a space with eclectic charm, subtle nuances and positive energy all around."

We call it our "one-of-a-kind office." This is because all of us - at The Address, have been enchanted by its capaciousness, sleekness, and sheer minimalism. The well-built rooms create the ideal atmosphere that makes us resent going home.

Final thoughts: design office spaces that are not only pleasing to the eye but also instil positive energy in all those working there.





Events

Every alternate week, The Address holds and conducts events for its community members. These events are a mix of fun, information and sheer relaxation. We try that all of the events are consistently new and fresh experiences for the community members to actively indulge in. A few prominent events that were held in the past few months were as follows:

Eye check-up campaign

Recently we hosted an Eye Checkup at The Address! We thank @eyeandyouopticians for their excellent services! This event was different from our usual events since this was beneficial to all of our clients whose jobs involve long hours in front of the computer. Lastly, Eye check-ups can also identify age-related macular degeneration and other such severe health problems.



Get Set Fit

We aim to provide at least one fitness event monthly. Fitness events are crucial as they invigorate, rejuvenate and energise people thoroughly. It's important to instil the habit of being fit - as this caters to an individual's overall well-being. These events are a mix of yoga, aerobics, meditation and so on.



Karaoke

We conducted our first Karaoke event, and luckily it spread enormous cheer. Our hearts were filled with joy to see all the Bollywood buffs participating with the utmost confidence. There is no doubt that music can bring people together and allow them to express their true feelings and emotions. It only took a moment for everyone's great gusto to change the atmosphere and we look forward to conducting many more events like this in the future.



New Clientele Inaugurals



Having a dynamic client mix across all fields is a privilege we enjoy at our Address premises. To welcome new clients onboard and recognize their presence, we host a mini celebration for them every time they book their new work address with us. Each one of them adds their unique flavour to our brand and fulfils our promise by adding their own journeys and achievements.

All of our clients, or community members as we refer to them, thank you very much for choosing us. We hope you all have a seamless experience here.

Techblocks X The Address

Here are a few snippets from the grand opening of Techblocks' new workplace! Techblocks provides an array of digital transformation and technology solutions through innovation and combined knowledge. We are hoping our expert services and profuse hospitality provide you with an experience like no other!



Tie Ups



Grab fresh dairy products at The Address canteens



Fresh fruits & juice at discounted rates can be ordered via standees placed at premises



Room bookings at special rates.



Free Eye checkup campaigns and discount coupons.



Discount Vouchers distribution across centres.



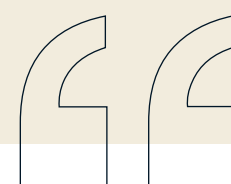
New Entrants

A few words from Address's new team members:



Aesha K Shah

Executive to Founder's office

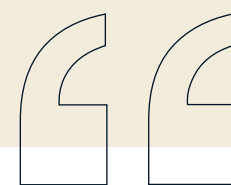


I have been fond of dancing, art & content creation lately. I love to start my days with workouts and end with something creative (may it be a dance routine, art or brand content for my social media handles). I managed Entrepreneurs Organization-Gujarat chapter for 5.5 yrs and worked with Chromeni Steels as Senior Deputy Manager-Sales for 3+ years. What makes me unique is my quick adaptability to new structures and work cultures. I bring all of this enriched experience to any work I do!



Anupriya Maliwal

Events and Marketing Executive



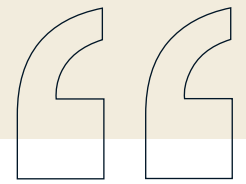
I have pursued a Bachelor's in Business Administration degree from Ahmedabad University and Post Graduate Diploma in Events, Marketing and Advertising. As a management student, I liked to explore opportunities on my path to growth and my sheer passion for management allowed me to choose an Event management degree.

A lot goes into being a good event manager than many people may realize. By studying events management, I learned to set up with skills that won't just help to succeed in this particular career path, but also helped to set up with a whole host of transferable skills and experiences, such as handling budgets, running marketing campaigns, and managing people and logistics.



Anjasi Shah

Senior Manager - Ancillary Revenue
& Brand Tie-up



Interacting with new people was never a difficult task for me. Considering my overall personality, I pursued my Master's in Marketing. Throughout my life, I have always been an extrovert person and have an engaging social life. While I grew up, I realized someone has truly said that "Your Network is your Networth".

The world of brands always excites me. So, I thought of giving my personal interest a professional front. I collaborate with the brands thereby generating revenue for the company. In my free time, I love to travel, explore new fashion trends, shop, and hang out at new places.

My personal and professional lives are extremely important to me, and I believe in maintaining a balance between them.

Quote of the Month



“Not finance. Not strategy. Not technology. It is teamwork that remains the ultimate competitive advantage, both because it is so powerful and so rare.”

- Patrick Lencioni



**Thank you for reading
our January newsletter.
We will be back with
another issue soon.
Stay tuned!**



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