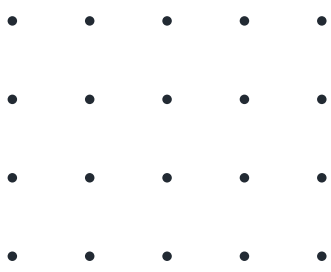




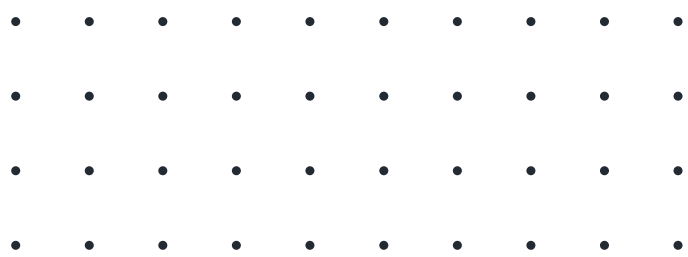
NEWSLETTER

September Issue

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Greetings Subscribers,

Hello! Hello and a big hello!

Since you are new readers to our new newsletter series, we welcome you to welcome us.

Let's begin our new newsletter series by telling you a little about its origins.

In the last four years, The Address has developed, implemented, and shared a unique workspace experience with each and every one of you.

Undeniably, you all have been an indispensable part of our growth trajectory. You have been our champions. Our cheerleaders. Our community members. In light of this, we always wanted to give back to you in some way – and what better way to do that than to publish a monthly newsletter highlighting you all?

So, we have curated a monthly dose of news, events, fun, trends, and updates from the world of The Address. While some companies will share anecdotes, others will discuss their respective new entrants and the rest will talk about how opportunities have swarmed them.

Most importantly, this newsletter also takes it a step further by celebrating even the smallest wins or offering support when things don't go as planned. It is with great gratitude that we thank you for taking the time to read our very first newsletter. But, before we dive in, we want to hear from you! We would like to share your achievements and anecdotes in a future round-up newsletter.

Lastly, with this particular mix of content, we hope to transmit the joy, excitement, and motivation we experienced while creating it. We truly hope that with your continued support, this newsletter series will be our best one yet.

Let's get started! Here's to you all!

Awards



We are delighted to share that The Address bagged “The Coworking Leader of the Year” and our CEO, Yash Shah won the “The Young Achiever of the Year” award at the Realty+ Conclave and Excellence awards. We are thankful to Realty+ for organizing such a stellar event and granting us joy that knows no bounds!

We can proudly say that our company, The Address has had four phenomenal years of impact. We all have been working diligently and relentlessly for the betterment of the co-working, serviced, and managed office space industry.

Yesterday was undoubtedly a culmination of all of the above-mentioned. A day of emotions and a whole lot of love, to look back on everything and just be grateful. As we still cannot wrap our heads around the awards, we are truly humbled to know that our efforts haven't really been in vain.



Such celebrations have only pushed us to do even better. So much so that, we tell our clients to “sit back, and rest an arm on their desk,” while we create, curate, and cultivate an office space and a workspace experience that supersedes their expectations.

The Address has a lot to offer, and if you do not look, it will seek you!



That being said, we are overjoyed to know that our founder, Yash Shah has received the young achiever of the year award. He genuinely deserved it. His hard work, commitment, and sheer dedication is extraordinary.

Additionally, we thank you, Yash Shah, for showering us with immense confidence to help us pave through our difficult times and promptly remind us when we need to reassess where we are going. You'll forever be the spring in our step.

The biggest deal of Gujarat:

The Address's Expansion



Analytix Solutions (@analytixsolutions) x The Address ❤️ Once a dream, it finally came into existence! Our birth city, Ahmedabad, has always been dear to our heart – strengthening, supporting, and championing The Address throughout its way. Thereby, we were enthralled to host our inaugural event here, with our new family addition – Analytix Solutions.



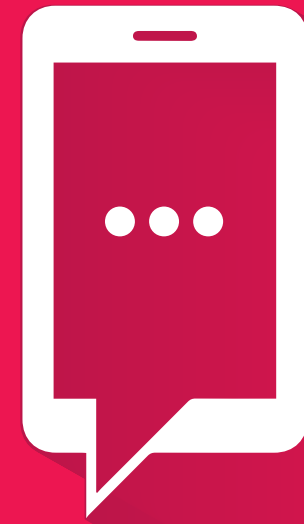
The final stretch for the same, called for sleepless days and nights, which led to the completion of a whopping **1000-seater** office space.

In its honor, our celebration was grand, and honestly, why wouldn't it be? The entire community just couldn't keep calm. We couldn't contain ourselves and our joy while witnessing the workforce's zeal. We couldn't resist cherishing the charisma of our new office space. Trust us, if you were there, we bet you would be as awe-struck as we were with the positivity and diversity in the event.

Lastly, the team at The Address wishes to continue delivering such premium workspaces and workplace solutions that only inspire the workforce. So, which city is next? ★

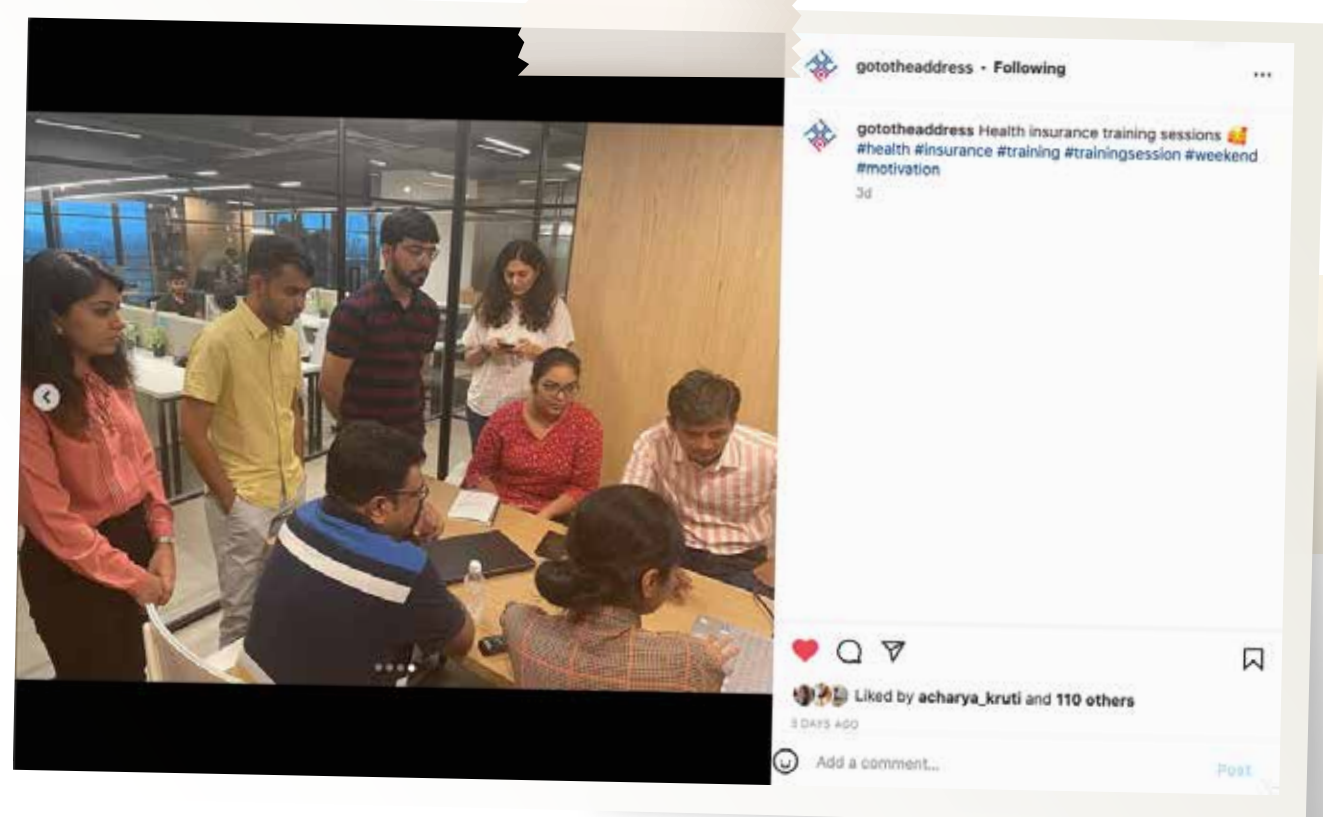
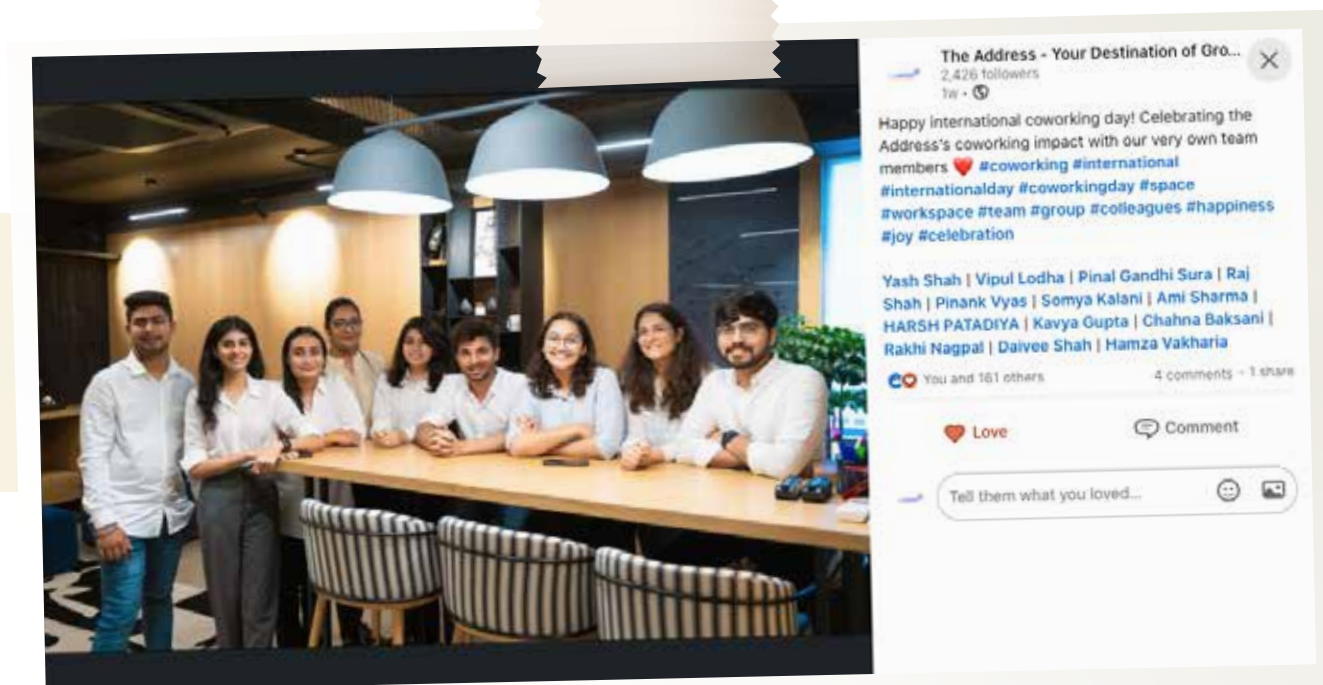


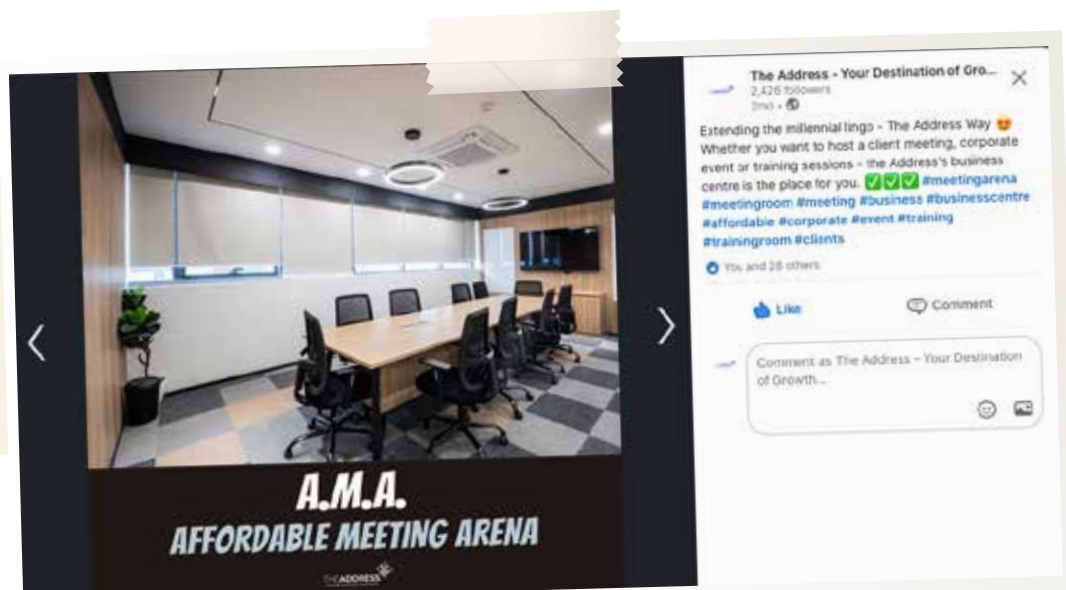
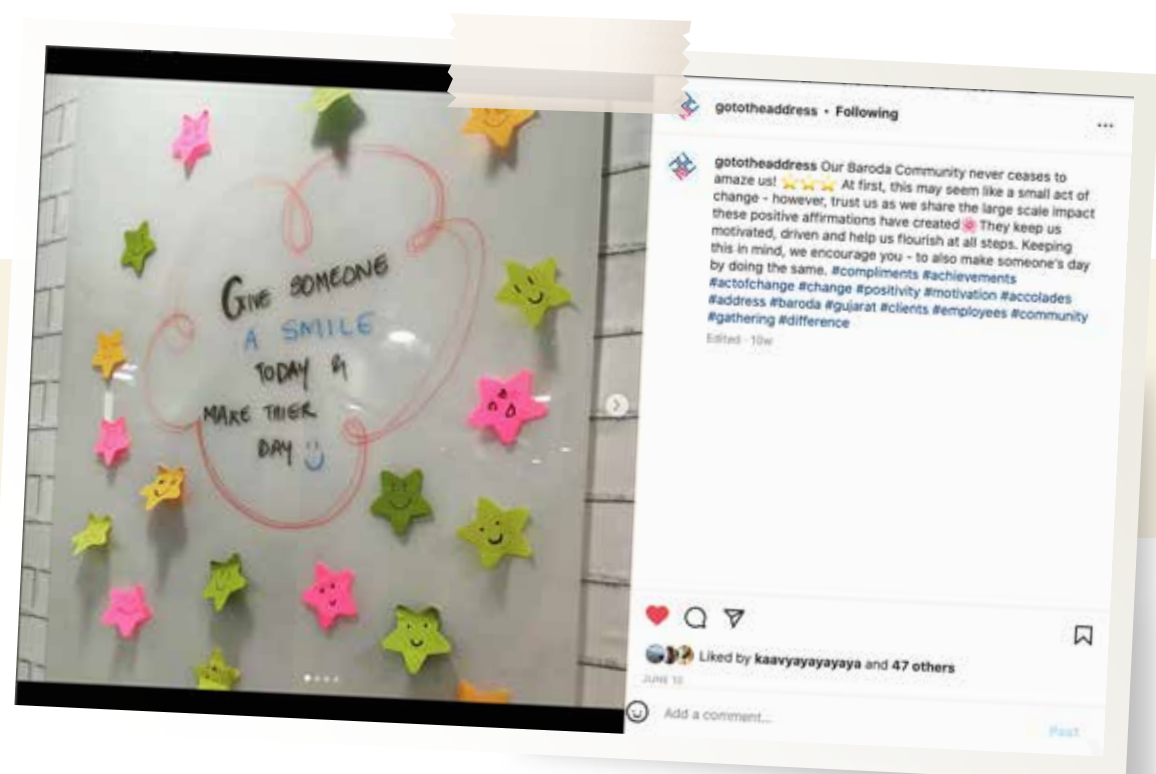
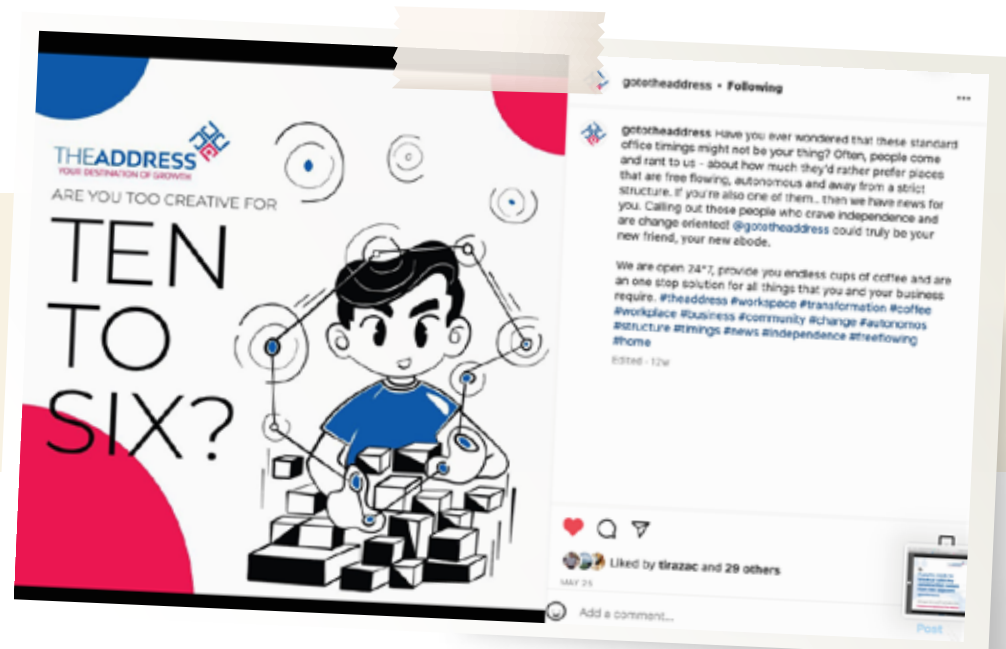
Social Media



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:







Events

Our team understands the importance of juggling work and life; thus, we curate a range of events that take place on our premises. This takes away all the stress, mid-week blues and ends the monotony of continuous work. A few of our events are detailed below:

Independence Day

We remembered this day by conducting a plantation drive with our community members. A plantation drive because a community that plants a tree, plants a better future. 🌱🌱🌱



75 glorious years of Independence. A day to remember the original moment, and to rededicate ourselves to the promise. The promise of an inclusive and democratic India - that Mahatma Gandhi gave his all to free.



Breakfast club

Here are some breakfast club postcards! The catering for this breakfast club was handled by a local vendor. It wasn't until we brought in one vendor that we realized the significance of supporting local vendors. During our interactions with him, he appeared to be so much more personal and he truly gave us a complete buying experience. We urge you all to support local businesses.



You might have heard that LinkedIn is one of the most powerful professional tools available today, but why? It is home to over **700 million users** who use it to network, engage, stay up to date with industry news, find jobs, learn and much more.



Because this platform offers a wealth of benefits, we held an event for people to get their professional LinkedIn profiles photographed. This would enhance their LinkedIn profiles and give them an impression of being more complete.

“Get your LinkedIn Profile Picture clicked”

Yoga Day

Every 21st of June is acknowledged as the International Yoga Day, as a day to hang out with your soul. Recently, we conducted an invigorating yoga session at the Address wherein we got time to rejuvenate and relax ourselves.



We are truly grateful to Seema Ma'am, from Triyog Yoga Studio to lead this event and help us understand how enriching yoga can be.



We learnt that - yoga is as an ancient art that is crucial for both - our health and well-being. It originated in our very own, home country - India many years ago as a physical, mental and spiritual practice.



Undoubtedly, it has a range of benefits. It helps one in refreshing their mind, soothing their soul and feel at utmost peace. Additionally, this practice changes the way we look at things and transforms a person holistically.

Thereby, this Yoga Day, take charge of yourselves - adopt the yoga lifestyle!

Large Scale Events – The Awards Night

The awards night was an imperative date for us. For the first time ever, we commemorated our dearest growth partners for all that they've done for us.



We had approximately 30-35 awards across our growth partners - teams and individuals. It was an evening of appreciation and acknowledgment alongside, a whole lot of anecdotes. Undoubtedly, our terrace was radiant with wide smiles and sheer joy.

We wanted to extend our gratitude and love towards our partners and let them know that we do notice them, for all the little and big things that they bring to the table.



Each one of our growth partners have been our respective pillars of strength, the foundation of the Address and now - a part of our family! We wish, to continue this as a yearly event because good work never stops here!

Upwards and onwards!

Blog 1

Dear employers, it's time you build an employee burnout strategy

It's true. For the majority of our lives, we have heard employers build and work towards umpteenth strategies. However, in this manner, we have forgotten a crucial strategy that employees and employers need to get grips with – a burnout strategy.

This would mean that if in recent times you have seen your employee getting worked up, being unproductive, isolated, lacking engagement, lacking focus, getting irritated quickly, exhausted, increasing their number of leaves, snapping – then, there are chances that they are going through a job burnout.

An employee/job burnout is a condition wherein the employees lose their momentum, motivation, drive, and incentive. This could be challenging and unhealthy as it leads to stress, anxiety, and depression amongst the employees. This particular burnout does not just affect their work-life but can also cause a toll on their personal life.

A report from Gallup suggests that the unfortunate results of burnout are:

63%

more likely to take a sick day

1/2

likely to discuss how to approach performance goals with their manager

23%

more likely to visit the emergency room

2.6×

as likely to be actively seeking a different job

13%

less confident in their performance

Keeping all of this in mind, one needs to understand and make note of the factors that can cause employee burnout:

Lack of recognition

It's imperative for employees to feel motivated through the means of appreciation, hikes in salaries, benefits, awards, and so on. If this has not been provided, then there is a chance of low morale – leading to burnout.



Issues with the leadership

The type, style, and the person appointed to be a leader play a key role in employee burnout. If the leadership is not the best – then employees can feel lost, undervalued, lonely, and unmotivated.



Lack of authority

When employees are not given the opportunity to participate and at times, decide their way forward in a handful of situations –they can feel a sense of restriction and confinement.



Not taking time off

Just like any other person, employees also need to take care of themselves. They should take time off, recharge, detox, spend quality time with their loved ones and then return back to the office. If they work at all hours under immense pressure, burnout could be witnessed.



The good part amidst all of this is that job burnout does not happen overnight but takes place after a series of repeated triggers. Thereby, employers should be observant and step in to address the root cause before it escalates.

To do our bit, we researched and collated a few strategies that you can use to avoid burnout:

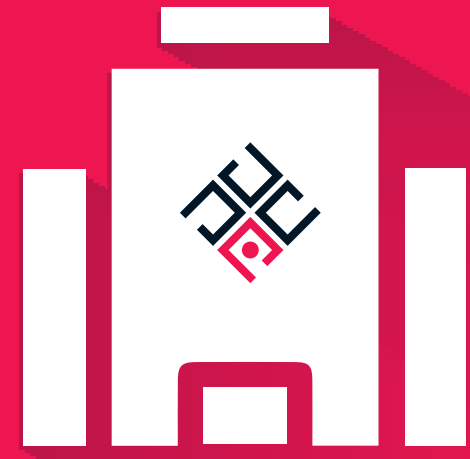
- Creating a safe space for the employees to vent out their concerns
- Encouraging them to be participative/engaged
- Hosting events for them to network and not feel isolated
- Conducting yoga/fitness-related workshops as well as mental health/wellbeing workshops
- Giving them opportunities to make workplace decisions
- Creating attainable work targets
- Appreciating/rewarding them
- Encouraging them to take breaks/use their leaves



The overarching goal is to ensure that employees are taken care of at a holistic level. Moreover, burnout does not just affect that particular employee but, somehow becomes contagious and affects the office work environment at large.

So, dear employers, it's time to ask yourself a few relevant questions. Ask yourself “why are my employees feeling tired, irritable, or unproductive?”. Then, foster an employee-centric culture and create an employee burnout strategy.

Headquarters



Here's presenting to you all - The Address Headquarters.



This workspace is a true expression of The Address. It is a modern workspace, that is made with immaculate detail. There is something distinctly different about this office, namely it's simple, symmetrical and sleek design that makes it stand out from the other offices. As an added bonus, we enjoy its breath-taking views from its glazed windows!

Come and visit us but until then, take a glimpse of our brand new abode!

Highlights of the Month



1st Highlight - Yash's TEDx Talk:



21st August 2022 was a day of eminence for us, as Yash Shah, our founder, was invited to speak at TEDxLJ University. He used this platform to shed light on his growth trajectory and covered a wide array of topics.

Moreover, his narration of the setbacks, successes, sense of stability, childhood, and professional experiences that have shaped him into the person he is today was truly inspiring.

Ultimately, he passed on to budding entrepreneurs the wisdom that he had acquired through his life journey.

2st Highlight -Turn a wall into a view:

The Address team members got together to paint a wall and demonstrated their fine craftsmanship in the process. Until recently, this wall had sat empty and bare between two of our clients' offices. Therefore, we set our sights on transforming the lackluster wall into a vibrant, bold pigmented wall.



While we didn't spend too much money on it, we still got the free-hand, abstract, perfect, statement wall look. Thank goodness, this wall is now considered one of the most beautiful and admired.

The satisfaction of knowing that people will spend a huge chunk of their time with our work is unsurpassed. We'd suggest that you should renovate your walls today. Get artwork that starts a conversation and instills a sense of belonging.

Blog 2

The global game changer - Coworking: How did it all begin?

Coworking spaces and the idea of coworking have been around for a long period of time. The coworking industry, which was barely recognized and was minuscule at first, has now persisted and been adopted by all large-scale companies, startups, and individuals.

The industry has had an elaborate, rollercoaster ride, now skyrocketing to a **\$16.7 billion** industry in 2022.

The above-mentioned, begs the question of its evolution and history. This business model and office landscape has revolutionized work and workspaces but how did it originate and progress over time? Let's take a tour of the same.

1995

The Berlin-based, C-Base hackerspace was the first coworking, not-for-profit space. This was created by a bunch of computer engineers so that other computer enthusiasts come forward and share space, equipment, knowledge, and a whole lot of ideas.

2002

In an old Vienna factory, 2 Australian entrepreneurs set up an entrepreneurial center. This space was laden with architects, PR consultants, freelancers, and entrepreneurs that could skip the idea of working from home. They could come here and build something better with the expertise of others. This acted as a precursor of the coworking spaces that we know of today.

2006

A year later, this did not pan out well and was replaced by the Hat Factory. Additionally, the creator of hashtags on Twitter, Chris Messina, created Coworking Wiki. This aids co-workers around the world to network with others and find a new space for themselves. Side by side, promotion of their respective coworking spaces also happens.

2009

The first book is launched on coworking called "I'm Outta here! How coworking is making the office obsolete." This sheds light on how the workspaces have transformed in the USA.

1999

Coworking was coined by Bernard Dekoven, an American game designer. His focus was more on the manner in which we work and not on the space we occupy. He believed in collaborative work through the means of a non-competitive approach. This would mean, that instead of a hierarchical approach, "a working together as equals" approach should have been employed. The catch is that it's different from how we see coworking today.

2005

9th August, Brad Neuberg set up the very first coworking space called Spiral Muse, another non-profit in San Francisco. Here, people benefitted from the utmost freedom of working independently as well as the structure of working with others. He faced a shortcoming in the first month as nobody turned up. Thankfully, after continual efforts, an athlete named Ray Bexter arrived, becoming the world's first co-worker.

2008

The concept of coworking visas enters the scene. This is initiated to create a global coworking community wherein members are given access without any monetary requirement to coworking spaces across the globe. There are approximately 160 + coworking spaces worldwide by then.

2010

Was one of the most integral years for the coworking concept. Firstly, the coworking day was created to acknowledge 5 years of the very first coworking space founded by Brad Neuberg. 9th August is now celebrated each year as International coworking day. Secondly, the giant coworking company, WeWork, also opened its doors adhering to an eco-friendly model. Lastly, the first online magazine on Coworking called DeskMag went live.

2014

5780 coworking spaces with 295,000 members worldwide.

2016

Large companies and MNCs appreciate and adopt the Coworking model. HSBC, Microsoft, KPMG, and IMB to name a few. By 2017, there were 1M+ co-workers worldwide.

2018

London becomes the capital of coworking. Coworking occupies a massive 10.7 million sq. ft of office space in Central London.

In a recent CBRE shared office report, the coworking trend is “expected to experience a 5-year compound average annual growth rate of **21%.**”

This chronological snapshot alongside the recent statistics depicts that coworking has had an over-the-top, explosive, and continual growth. Thankfully, even though it has transformed in a handful of ways, its core values are still intact. Coworking brings out the best in people and we couldn't be happier to be managing one of our own coworking spaces — The Address.

Humans of The Address



HUMANS OF THE ADDRESS -A story in every storey-



Ajit Purabiya

This story is extremely dear to our hearts. Ajit is our jovial, go-lucky boy with an earnest twinkle in his eye.

“Growing up, my inspiration had always been my dad. I aspired to become like him. He was a sheer giver. Despite our unfortunate situation and the bleak environment that we inhabited - he made sure that I was always covered.

I vividly remember my initial days at The Address. I did not venture out of my cocoon and kept to myself because I considered myself a huge misfit for this place. However, I did not let this consume or bog me down.

Further ahead, I began phase 2 of my journey by observing people. I picked up things from them. While learning the corporate talk and getting acquainted with a vastly diverse set of clients, I was finally coming to terms with the ABCs of communication.

Today, I am proud to say that I let The Address grow on me, as I grew with it. I knew I was safe here. I knew I was loved. I knew this helped me in soliciting my sense of self.”

The Address undeniably rests on Ajit’s shoulders. If you ever get an opportunity to meet him, you will see him embodying the values of his dad. You will always see him beaming and endlessly smiling. In turn, he will make sure that you are smiling too – even if it's with him providing you with a glass of water.

Thank you, Ajit, for being our superhero. You are invariably different from the lot and indispensable to our being.

Follow us on social media for more such inspiring stories.

We're 24x7 online on Instagram, LinkedIn, YouTube, Twitter, and Facebook.

New Clientele Inaugurals



It is an eternal joy for us to be home to a new range of clients, as well as be able to watch our older clients move into bigger, more spacious spaces. When a client has an inaugural, we organize a celebration to welcome them aboard and let them know that we are there for them throughout the process.

In our eyes, all of our clients, or community members, as we refer to them, are like family and we can only wish for their brands to grow from strength to strength. We look forward to a fruitful and successful partnership with you all.

upGrad X The Address



It is with great excitement that we announce that our favorite unicorn and EdTech giant, upGrad, has finally moved into a better and bigger office space. We are confident that this new workspace will bring a great deal of success for the team that has a fierce dedication and a strong sense of determination towards work. Wishing you all the best of luck and positive energy.

Wishing you all the best of luck and positive energy.



StaffChase X The Address



In its newly furnished headquarters, we welcome our favorite virtual staffing company, StaffChase. It has been a great pleasure to witness the growth of StaffChase. we hope they reach great heights.



From 24 seats to **200 seats**, the company has truly grown tremendously. Best wishes to them with their new office space, and we hope they reach great heights.

REA India X The Address



With immense pleasure, we announce the launch of REA India in their brand-new premises. We are honored to be the preferred choice of workspace for our dearest and India's only full-stack real estate technology platform. Here's to new beginnings, unlimited possibilities, and continued success!

FlipSpaces X The Address



Here are a few highlights from the pristine opening of FlipSpaces' new workspace. It is with pleasure that we share that the expert team at Flipspaces, our treasured modern interior design company, has recently expanded.

As a result, they have secured a larger office in our newly built, fully equipped, Shyamal Iconic Centre. Let our slick designs and profuse hospitality provide you with an experience like no other!





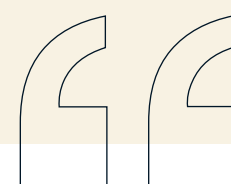
New Entrants

A few words from Address's new team members:



Pinal Gandhi Sura

Chief of Staff



‘Be unapologetically You’ and ‘Life is too short to be anything but Happy’ are life mantras that I swear by!

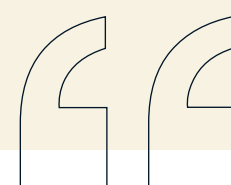
Throughout my life, I have always been a people's person who enjoys the small moments in life and lives it to the fullest. My professional and personal lives are very important to me and I strive to maintain a balance between them in order to achieve better results.

The world of clothes, bags, shoes, and everything fashion has always intrigued me, and I enjoy designing clothes as well as working as a freelance fashion designer. Last but not least, I love to travel and learn new things in order to grow every aspect of my life.



Rakhi Nagpal

Design and Management Executive

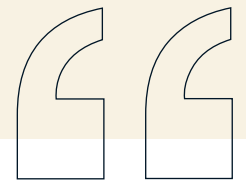


I like everything that finds beauty – and pleasure – in the everyday. Ideas, recommendations and great reads excite me. Apart from design and architecture, I love teaching. I like to know about artists' work and contributions and anything that meets the needs of our lives in modern times. I believe you can begin anew at any point in life. Recently I have gotten involved in the business. I am reading more about contemporary global issues like pandemics and the environment.



Somya Kalani

Human Resource Manager



My education includes an MBA in Human Resource Management and a Diploma in Labour Laws and Industrial Relations.

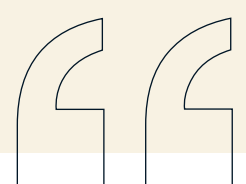
As an HR, it is imperative to have honesty and candor, which is a key quality that sets me apart from the rest. Moreover, I am a hardworking, determined person who is not one to procrastinate. In my opinion, challenges are truly exciting, and they thoroughly excite me. My approach when faced with a challenge is to embrace the opportunity to stretch my skills and become a more seasoned employee.

As a final note, I enjoy travelling and listening to music.



Birwa Desai

Interior Design Intern

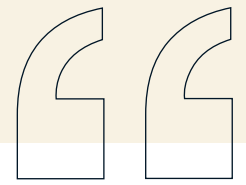


My interest in contemporary art and design dates back to my childhood. As a result, I pursued a career in interior design. The hobbies I enjoy most are sketching, listening to music, and organizing my home. Decoration and beautification are two things I enjoy, whether I am adorning a room, workspace, artefact, or canvas. The skills I possess in my respective field are constantly being developed, explored, and improved.



Raj Shah

Head of Growth and Strategy



I have always been interested in engaging with companies, striking up relationships across the company, and working closely with them to unlock value. At The Address, it feels like I am helping build real value in the company.

Qualities of Leadership, Innovativeness, Team building and Risk management are my forte. I keep cultivating new interests and developing them. I am genuinely fond of planning, organising, managing and building contacts, and I can easily mould myself with different people or situations without losing my individuality. These qualities and skills help me strategize better.

Looking back at these three months at The Address, I see how I have grown in various dimensions and as an individual and learnt how to grab opportunities and make the maximum out of them.

I have a deep passion for sustainability & adventure sports. On weekends you will find me playing cricket or badminton and if neither of the two then definitely swimming.

The background is a dark, blue-tinted photograph of a person, likely a student, looking down at papers. Their hands are visible, holding a pen over the papers. The papers contain handwritten mathematical notes and diagrams, including a geometric diagram of a triangle with internal lines and various equations. The overall mood is focused and academic.

Quizzes and Games

Q1) These are the biggest operators in the coworking INDUSTRY, but which one is the LEADER? (In terms of market share)

- ☐ Breather
- ☐ WeWork
- ☐ Knotel
- ☐ Regus

Q2) Which one of these cities is the MOST expensive for coworking?

- ☐ Tel Aviv, Israel
- ☐ Zurich, Switzerland
- ☐ Monaco, Monaco
- ☐ Palo Alto, California

Q3) What's the median age of most coworking members?

- ☐ 20-25 Years old
- ☐ 25-30 Years old
- ☐ 30-40 Years old
- ☐ 40 and older

Q4) As more and more coworking spaces become available, Hot Desk prices tend to drop.

- ☐ Europe
- ☐ North America
- ☐ Asia
- ☐ South America

Q5) Select all that apply: What's another name for coworking space?

- ☐ Shared Space/Office
- ☐ Flexible Workspace
- ☐ Communal Space
- ☐ Flex Space

The Sudoku Challenge

3	4			6		2		9
2		8	4	9				6
	2		3	1				
		4				1		
				2	5		4	
9				5	1	4		3
4		3		7			6	8

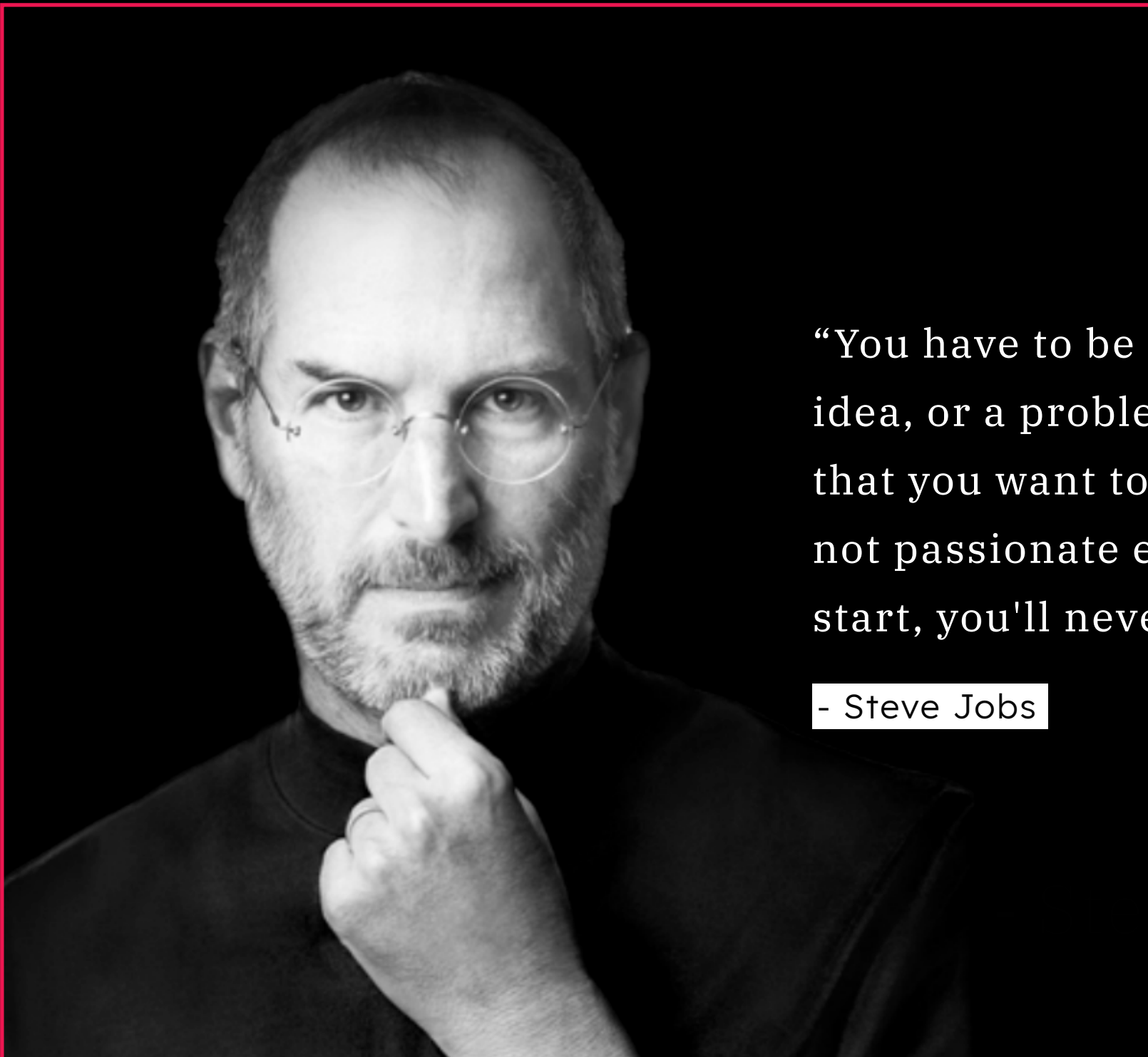
Quiz Answers

- 1. Regus
- 2. Palo Alto, California
- 3. 30-40 Years old
- 4. Europe
- 5. Shared Space/Office, Flexible Workspace, and Flex Space

The Sudoku Challenge

3	4	7	1	6	8	2	5	9
2	5	8	4	9	7	3	1	6
1	6	9	5	3	2	7	8	4
7	2	6	3	1	4	8	9	5
5	9	4	7	8	6	1	3	2
8	3	1	9	2	5	6	4	7
6	7	5	8	4	3	9	2	1
9	8	2	6	5	1	4	7	3
4	1	3	2	7	9	5	6	8

Quote of the Month



“You have to be burning with an idea, or a problem, or a wrong that you want to right. If you're not passionate enough from the start, you'll never stick it out.”

- Steve Jobs



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



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