



## ANAROCK Brings Upflex's Hybrid Workplace Solution to India

*India Inc. can now tap into the world's largest network of flexible workspaces*

**XX June 2021** - ANAROCK, India's leading independent real estate services firm, has announced that it will make Upflex, a hybrid booking platform with the largest global network of flexible workspace, available to companies in India.

ANAROCK has signed a formal agreement with U.S.-based Upflex Inc. to deploy Upflex's services across tier 1, 2 and 3 cities in the country. The agreement combines Upflex's technology, processes, and corporate mandates with ANAROCK's national distribution platform to offer a highly customizable workspace re-entry program to corporate India.

At a time when the COVID-19 pandemic has seriously impacted India Inc's relationship with traditional office spaces, Upflex's 'asset-light' real estate technology, including an easy-to-use booking platform, responds to the growing enterprise demand for flexible workspace. Upflex's solutions are designed to replace traditional leasing models with a low-touch, single-vendor alternative, streamlining real estate, reducing overhead, conserving resources and improving the employee experience.

Via Upflex's intuitive mobile app, employees can search thousands of workspaces across 1,600 cities and 75 countries, and book conveniently located desks, offices and meeting rooms on demand. Employers can track usage activity for their distributed workforce, see detailed utilization data, and handle all bookings across thousands of spaces and space operators in one invoice.



"The unique workspace solution that Upflex offers is highly relevant today, when the country is still coming to grips with the pandemic," **ANAROCK Chairman Anuj Puri says.**

"Upflex Safe Spaces™, which unites top flexible space brands into a global workplace re-entry program, is the need of the hour in India.

The past few months have showcased several limitations to working from home. The Upflex program literally brings offices into employees' neighbourhoods."

Workspace operators in Upflex's Safe Spaces™ program comply with rigorous safety and sanitation standards, giving companies of all sizes easy access to healthier, safer office space on demand. Employees can browse and book workspaces located closer to home in order to reduce commute times and further benefit productivity, safety, and employee satisfaction.

"We are proud to join forces with ANAROCK, combining Upflex's leading-edge technology and global network coverage with ANAROCK's unparalleled expertise of the Indian market is a winning formula" says **Upflex Chief Executive Officer Christophe Garnier**. "Our expansion into India marks a milestone moment in the growth of Upflex as we introduce our products to new audiences and help the world get back to work flexibly and safely."



Garnier adds, "We welcome the opportunity to forge new partnerships with flex workspace providers across India as we have done with great success around the globe."

**Upflex Chief Strategy Officer Vincent Lottefier**, a three-decade veteran in the corporate real estate industry, was previously CEO of Jones Lang LaSalle India and worked closely with Anuj Puri during and after the merger of real estate consultancy Trammell Crow Meghraj and Jones Lang LaSalle in 2007. Lottefier will join the Advisory Board of Upflex India.

With ANAROCK as operational partner, Upflex will expand its existing 450-location network of on-demand workspaces in India.

The companies will work with commercial space developers, landlords, corporates, and real estate brokerages to grow Upflex's footprint to an estimated 1,000 locations across India in the next 12 months.

### **About Upflex**

Upflex is the world's first sustainable and flexible co-working booking platform for businesses. The platform is a global marketplace providing access to over 5,550 workspaces in 1,600 cities across 75 countries. Co-founded by Christophe Garnier and Ginger Dhaliwal, Upflex focuses on the needs of the changing workforce, reducing costs, and making a positive environmental impact. Upflex closed a \$4.1 million seed round from leading Silicon Valley investor Ecosystem Integrity Fund. Upflex has partnered with Trees.org to plant a tree for every area booked using its platform. The company has already planted 10,000 trees thanks to its first 100 clients. Please visit <https://upflex.com>.

### **About ANAROCK**

ANAROCK is India's leading independent real estate services company with a presence across India and the Middle East. The Company has diversified interests across the real estate lifecycle and deploys its proprietary technology platform to accelerate marketing and sales.

ANAROCK's services include Residential Broking & Technology, Retail (in partnership with Vindico), Commercial, Investment Banking, Hospitality (in partnership with HVS), Land Services, Industrial and Logistics (in partnership with Binswanger), Investment Management, Research, Strategic Advisory & Valuations and Project Management Services (in partnership with Mace).

ANAROCK has a team of over 1800 certified and experienced real estate professionals who operate across all major Indian and Middle East markets. ANAROCK also manages over 80,000 established channel partners to ensure global business coverage. Please visit [www.anarock.com](http://www.anarock.com).