

# SPRINT



## **SPRINT INDIA'S VISION**

REDEFINING PREMIUM COWORKING ACROSS THE NATION



The Indian coworking space market is expected to grow at a compound annual growth rate of 21.3% from 2021-2024. If utilized, this already beneficial aura can get luckier and is, therefore, the right time to embrace the ascendant surge of Sprint India coworking space.

Currently, Sprint India's coworking space is located in six prime business cities in India, which include Ahmedabad, Delhi, Hyderabad, Mumbai, Noida, and Pune. It offers customized, luxurious, well-designed space, providing services to professionals, startups, and enterprises in search of something beyond mere workstations.



# 06

CITIES

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# 23000

SEATING CAPACITY

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# 15000

MORE SEATS BY 2024!

Sprint, founded in 2021, helps professionals find the best coworking spaces. Created by professionals for professionals, we focus on building people-centered environments. As a Great Place to Work, we prioritize collaboration and community, fostering growth and connection. Our goal is to challenge the status quo and innovate the way we work.

We celebrate diversity and believe in the power of collective change. Sprint supports inclusivity by creating safe spaces for a diversity of thought and expression. We are committed to ensuring all individuals feel comfortable and valued. At Sprint, every professional has the opportunity to flourish.

# CHALLENGES AND MARKET OPPORTUNITY

While the coworking space industry is growing, the demand for premium workspaces is increasing even faster, driven by corporate expansions, hybrid work models, and freelancers' desire for inspiring environments. Nonetheless, Sprint India has spotted an opportunity in the Indian situation: balancing affordability and high-end facilities in these coworking spaces.

## **The demand for Premium Spaces in the Market :**

Professionals seek the best flexible offices nowadays, and despite the pandemic, the standard user demand has increased by about 45 percent of the urban citizens' demand for premium, flexible office space market sources.

## **Hybrid Work Model Rise :**

In 2023, 74% of Indian companies adopted a hybrid work model, raising the need for flexible and premium coworking spaces. This allows Sprint India to position itself as a leader in offering aesthetic and functional workspaces.



# CRAFTING COMPLETE SOLUTIONS FOR TODAY'S PROFESSIONALS

The strategy of Sprint India was not only to create workspaces but also to create spaces that bring out the best out of you. The emphasis was on providing an improved work experience that is in tune with how today's professionals envisage working, supported by statistics and feedback from clients.

## Expanding into Strategic Locations :

Sprint India chose six cities—Ahmedabad, Delhi, Hyderabad, Mumbai, Noida, and Pune for their rapidly growing business ecosystems and significant startup and enterprise communities.

### Ahmedabad

With a rising number of startups (over 900 as of 2022), Ahmedabad has become a focal point for entrepreneurs seeking networking opportunities and premium office setups.

### Delhi & Noida

National Capital Region (NCR) has a combined total of over 9,000 startups, making it the second-largest startup hub in India. Sprint India's focus on NCR serves corporates, startups, and growing businesses.

### Mumbai

India's financial capital, home to over 13,000 startups and numerous multinational corporations, where Sprint India attracts clients looking for prestige and premium services.

### Hyderabad & Pune

The IT industries are thriving as the GDP keeps growing at 8% a year, resulting in a greater need for advanced, adaptable coworking spaces from these cities' tech and manufacturing sectors.

# ERGONOMOMIC SPACES

Studies reveal that ergonomic work environments can boost productivity by 17%, and Sprint India's workstations are designed with this in mind.



## Natural Light

Studies indicate that natural light can enhance employee performance by as much as 12%. Sprint India centers have expansive windows and open layouts to support this.

## Tech-Enable Spaces

The facility applies technology to make its functioning smooth and reliable. Counting App-based booking systems, IoT-enabled meeting rooms, and intelligent access control have made it easy to use.



## Virtual Collaboration Tools

Expanding global influence, Sprint India has launched next-generation video-conferencing solutions that support the new hybrid work models and appeal to hybrid memberships among clients.

## Sustainability Initiatives

Sustainability is rapidly becoming a concern; more than 60 percent of global economy professionals said a company's sustainability practices were influencing where they would like to work.



# SPRINT HAS INTEGRATED

Sustainability with innovation - Sprint India blends energy efficiency with human-centered design to create spaces that inspire both people and the planet.



## Energy-Efficient Lighting

LED lighting and automated systems help reduce energy consumption by 25%.

## Green Materials

Using sustainable building materials and energy-efficient windows aligns with Sprint India's mission to reduce its carbon footprint.



## High-Speed Connectivity

Sprint India prioritizes fast Internet and offers high-speed connectivity across all its centers.

## Comfort-Oriented design

Sprint India has crafted its coworking spaces with a strong focus on human connection and comfort. Each space fosters collaboration and creativity, ensuring every member feels valued and inspired.



# IMPACT AND RESULTS



## Client Acquisition and Retention

Sprint India has seen a rapid increase in its membership base, with most of its spaces occupied within six months of launching in each city.



## 80% Renewal Rate

Large corporations and startups have also remained interested in Sprint India's offerings, owing to excellent customer support and premium experience.



## Increased Productivity

Client feedback shows a 15% improvement in employee productivity since moving to Sprint India's workspaces. Over 90% of users cited amenities such as ergonomic furniture, quiet zones, and recreational spaces as contributors to a better work-life balance.



## Revenue growth

Sprint India has registered an average annual growth rate of 35% from its coworking spaces, and the latest year has seen growth at its peak as companies that had shifted after the pandemic into flexible workspaces are still utilizing the spaces.





## CONCLUSION

Sprint India has combined flexibility and functionality with luxury. By combining high technology features with modern technology, Sprint India has redefined premium coworking spaces in India and become the launching pad to raise new heights on the global work environment. Having already seen significant growth across six cities and with a lot of positive development still to come, Sprint India looks all set to retain its place as one of the leaders in the premium coworking industry.