



INDIA RISING - CHARTING THE
MANAGED
OFFICE
GROWTH TRAJECTORY

20
25

awfis

ANAROCK
VALUES OVER VALUE



Contents

Foreword

Introduction

Managed Office Ecosystem in India

Demand Drivers for Managed Offices

Survey Methodology

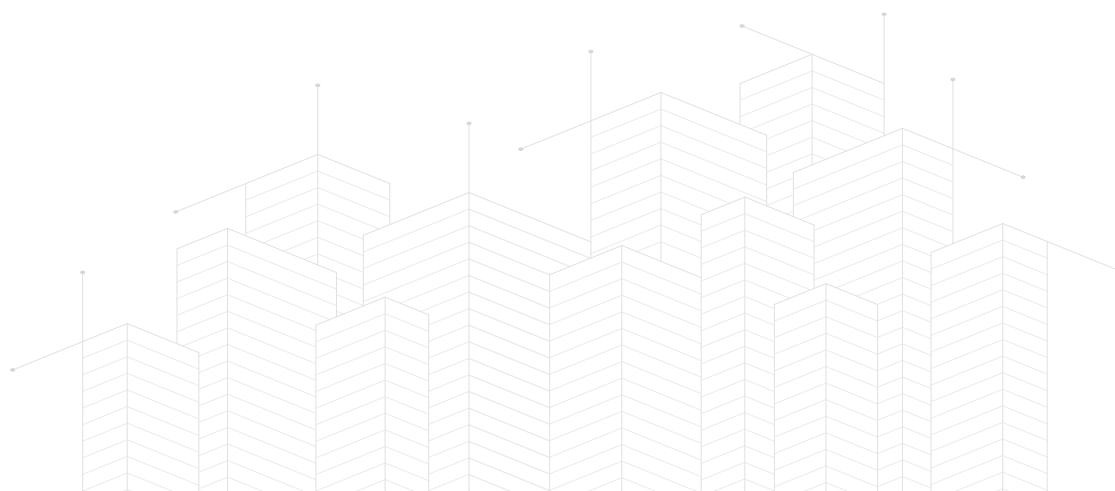
Survey Highlights

Benefits of Managed Offices

Key Trends in the Managed Office Sector

Awfis Managed Office Space Case Studies

Summary





The landscape of work in India is undergoing a profound transformation, driven by a new generation of businesses that prioritise agility, scalability, and elevated employee experiences. As organisations rethink their real estate strategies, the demand has moved decisively towards integrated solutions that go beyond conventional office formats. Today, companies are seeking partners who can deliver not just space, but a unified workplace ecosystem combining design excellence, operational efficiency, technology enablement, and a seamless client experience.

At Awfis, we have built our Managed Office Space solution around this very need. Our comprehensive portfolio spanning Coworking, Managed Offices, Awfis Transform (Design & Build), Tech-enabled solutions, and a suite of Allied Services deliver a one-stop solution to companies navigating complex workspace requirements. From concept to execution, and from day-to-day operations to long-term scalability, we provide an end-to-end experience that allows organisations to focus on what matters most: driving innovation, performance, and growth.

This integrated approach has become particularly critical for Global Capability Centres (GCCs), which continue to expand their footprint across India. GCCs demand precision in design, robust technology infrastructure, stringent compliance, and exceptional service standards, elements that traditional real estate models often struggle to deliver cohesively. MOS addresses these needs by offering purpose-built environments that are secure, scalable, and fully customised to enterprise-grade specifications. Whether it's creating multi-floor standalone centres innovation hubs, or hybrid-ready collaborative spaces, MOS enables GCCs to establish world-class workplaces with speed and certainty.

This report brings together market insights, survey findings, and industry trends to illustrate why MOS has emerged as one of the most compelling workplace models in India today. It highlights the demand for drivers shaping the sector, the measurable benefits in cost, flexibility, and productivity, and the strategic considerations for enterprises evaluating their next phase of workspace expansion. In a rapidly evolving business environment marked by hybrid work, distributed teams, and increased pressure on real estate efficiency, MOS presents an ideal solution that balances adaptability with experience and scalability with operational control.

India's broader workplace transformation is being shaped by three forces: the shift towards hybrid work models, the expansion into Tier II and Tier III cities, and the rising emphasis on sustainability and employee well-being. MOS sit at the confluence of all three, offering flexibility without compromise, design that enhances productivity, and operational resilience supported by intelligent technology and ESG-aligned infrastructure. As companies adapt to distributed teams, dynamic talent pools, and accelerated growth cycles, MOS provides the strategic clarity and operational simplicity required to stay ahead.

As pioneers in this sector, we believe the future of work will be defined by unified workspace experiences where design, technology, and services converge to deliver value far beyond the physical environment. Awfis is proud to lead this evolution, partnering with organisations to craft workplaces that are not just functional but transformative.

Mr. Amit Ramani,
CMD | Awfis Space Solutions Ltd.



Foreword

Awfis delivers a unified, end-to-end workspace experience combining Coworking, Managed Offices, Design & Build, Technology, and Allied Services into one seamless solution.

“



The purpose of this report is to offer a clear view of how the flex space segment has evolved. It is no longer just about providing ready spaces, desks, cubicles, or large collaboration areas. Today, flexspaces are about customisation, creating environments that enhance productivity, attract talent, and foster vibrancy and camaraderie. These are spaces that reflect brand ethos, vision, inclusiveness, diversity, and loyalty, irrespective of location or the global or domestic teams one works with. Flexspaces now support learning, knowledge-sharing across generations, cultural blending, and building smooth, motivating work environments.

In this report, we not only dive deep into the segment but also interact with clients who are actively using Managed Office Solutions and have significantly benefited from them. The case studies featured here highlight how Awfis has customised workspaces to align with each client's design and brand brief, ensuring employee wellness and productivity are preserved, strengthened, and expanded.

Finally, MOS is a crucial part of the larger flex space story. Several of our clients who adopted MOS have expanded to multiple cities and created workspaces integrating local cultural elements into the design while staying true to their global ethos. This segment is growing exponentially, and with Awfis at the forefront of this transformation, we believe MOS is gradually becoming the preferred solution for companies of all sizes, because it empowers them to expand, adapt, and grow simultaneously.

We hope you enjoy reading this report as much as we enjoyed creating it, and that you join us in shaping this defining trend in the future of flexspaces.

Mr. Sumit Lakhani,
CEO | Awfis Space Solutions Ltd.





The managed office landscape in India is at an important inflection point. What once served as a flexible solution for smaller teams has evolved into a mature, well-integrated ecosystem that is reshaping how organisations plan their workplace strategies. In recent years, companies across the spectrum from emerging start-ups to large enterprises and global capability centres have increasingly gravitated toward workspace models that offer agility, customisation, and operational simplicity. This signals a deeper shift in how businesses view productivity, culture, and employee well-being.

The broader idea of work itself has been transforming, influenced by technological advancements, evolving workforce expectations, and the steady rise of flexible and coworking environments. Today, organisations expect much more from their offices than just a functional address. They are looking for spaces that support hybrid teams, encourage meaningful collaboration, reduce friction in day-to-day operations, and foster a sense of community. Managed office spaces have emerged as a strong fit for these needs, offering purpose-built environments that balance adaptability and efficiency with experience and comfort.

flexible workspace segment. The demand for ready-to-use, thoughtfully designed work environments has combined with a more mobile, diverse, and independent workforce, leading to the creation of managed offices. Interestingly, the phenomenon is now gaining momentum in Tier II and III cities as well, where rising occupancies reflect a widening acceptance of these models. For employees, the appeal lies in convenience, flexibility, and a more engaging workspace experience. For employers, the growing geographic spread of such spaces supports talent access and retention across multiple regions.

This report brings together market insights and survey findings to shed light on how the managed office space segment is evolving and the role it is poised to play in the future of India's office market. The perspectives shared here aim to help businesses navigate this changing landscape and better understand

Dr. Prashant Thakur

Executive Director & Head
of Research & Advisory | ANAROCK



Introduction

Managed Office Spaces (MOS) have emerged as a pivotal force redefining India's commercial real estate landscape. No longer limited to small teams or transactional workspace needs, MOS today represents a sophisticated, built-to-suit ecosystem designed for organisations seeking agility, control, and elevated workplace experiences. As enterprises reevaluate traditional real estate models, the ability to craft fully customised, future-ready environments without the burden of long-term capital commitments has become a strategic differentiator.

Unlike conventional serviced offices or cabin-based solutions, modern MOS offerings include expansive standalone facilities, multi-floor workspace deployments, and large-format, banquet-scale layouts tailored to enterprise-grade specifications. These spaces combine architectural design, technology integration, ESG-compliant infrastructure, and comprehensive facilities management into a single, seamless proposition. For companies navigating distributed teams, hybrid work, rapid expansion, or real estate optimisation, MOS delivers the adaptability and precision that contemporary business landscapes demand.



At the heart of their appeal is the ability to align workspace design with organisational purpose, reflecting brand ethos, enhancing employee well-being, and supporting the fluidity of modern workforce models. With everything from fit-out and utilities to IT, security, compliance, and day-to-day operations managed by a single partner, organisations gain strategic freedom to focus on innovation and growth while operating from environments engineered for productivity and resilience. As India transitions into a new era of work, MOS stands at the intersection of flexibility, design, technology, and sustainability. They are no longer an alternative to traditional offices; they are the blueprint for how forward-looking enterprises build, scale, and experience the workplace of tomorrow.

For enterprises and GCCs navigating hybrid work, rapid growth, and distributed teams, MOS provides a single, seamless solution that combines custom design, tech, ESG, and full-service operations.

1 Managed Office Space Comes With The Flexibility Factor

Managed Office Spaces in India have undergone a remarkable transformation over the past two decades, reflecting broader changes in the country's economic landscape and workforce dynamics. Initially, traditional office setups dominated the commercial real estate market, characterised by fixed leases and rigid layouts that often stifled flexibility and innovation. However, as India's economy began to expand rapidly in the early 2000s, driven by advancements in technology and a burgeoning startup culture, there emerged a growing demand for more adaptable work environments.

MOS, also known as built to suit spaces, started to gain traction during this period. These spaces offer a dynamic alternative to conventional offices by providing organisations with versatile work areas that can be tailored to their specific needs. The concept not only caters to startups seeking cost-effective solutions but also appeals to established corporations looking for temporary or project-based workspaces.

In addition to flexibility and scalability, MOS facilitates collaboration among diverse teams and professionals from various industries. This environment fosters networking opportunities and encourages the exchange of ideas, a crucial factor for innovation in today's fast-paced business world. Moreover, these spaces often come equipped with state-of-the-art amenities such as high-speed internet access, modern meeting rooms, ergonomic furniture, and recreational areas that promote employee well-being.



In addition, they can be customised to align with a client's specific business requirements, brand guidelines, and regulatory norms, ensuring a workspace that is both functional and compliant.

As we move further into the 21st century, the trend towards MOS in India continues to evolve alongside shifting workplace preferences influenced by remote working policies accelerated by global events such as the COVID-19 pandemic. Companies are increasingly recognising the value of hybrid work models that combine both remote and on-site operations. This shift has led many organisations to embrace managed office solutions as they navigate this new paradigm.

In conclusion, the evolution of MOS in India reflects not only changes within corporate structures but also broader societal trends towards flexibility and collaboration. As these innovative workplaces continue to grow in popularity and sophistication, they are poised to play an integral role in shaping the future of how businesses operate across various sectors within India's dynamic economy.



Managed Office Space Vs Traditional Office

	MANAGED OFFICE SPACE	VS	TRADITIONAL OFFICE
Ownership and Control	Business leases a specific space within a larger building, managed by a third-party provider.		Business owns or leases the entire space.
Lease Terms	More flexible lease terms, often shorter-term contracts (1-3 years).		Typically, long-term leases (3-5 years or more).
Infrastructure and Maintenance	Landlord or property management company handles infrastructure, utilities, and maintenance.		Business is responsible for all infrastructure, utilities, and maintenance costs.
Furnishings and Fit-out	Space is often pre-furnished or can be customised to as per clients business and employee requirements		Business is responsible for furnishing and customising the space.
Services	Comprehensive range of services, including reception, IT support, housekeeping, maintenance, security and concierge services		Limited to basic services like cleaning and security.
Flexibility	More flexible, as businesses can easily scale up or down their space as needed.		Less flexible, as changes to the space can be time-consuming and costly.
Cost	Monthly rental fees often include utilities, maintenance, and services, making it easier to budget.		Initial costs can be high, including leasehold improvements, furniture, and utilities.
Community and Networking	Often part of a larger community of businesses, fostering networking and collaboration.		Limited opportunities for networking and collaboration with other businesses.

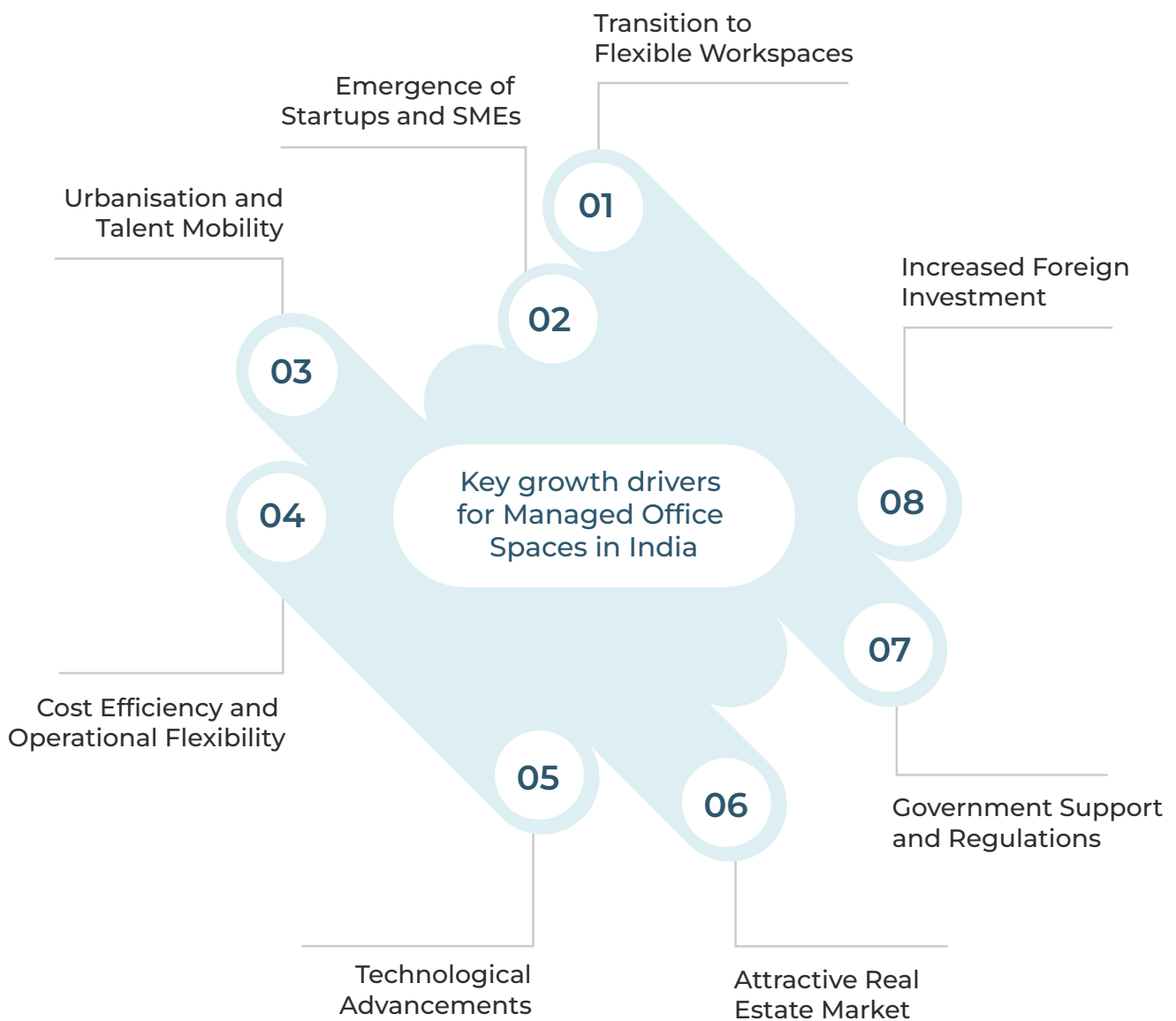


2 Demand Drivers for Managed Offices

The MOS market in India has experienced substantial growth in recent years.

This expansion is attributed to several critical factors, including the burgeoning startup ecosystem, the rise of remote work and hybrid working models, demographic shifts, and technological advancements.

A comprehensive understanding of these elements is crucial for comprehending the sector's growth trajectory. Moreover, the millennial workforce prioritises environments that resonate with their values - such as flexibility, community engagement, and sustainability - which MOS adeptly provide through meticulously designed spaces that enhance employee experience"



Transition to Flexible Workspaces



Hybrid Work Culture

The accelerated adoption of hybrid and remote work models, prompted by the COVID-19 pandemic, has significantly heightened the demand for flexible office solutions. Organisations are now in pursuit of office spaces that provide adaptability concerning lease durations, layouts, and scalability - features inherently offered by MOS



Short-term Leases

Particularly among startups and small to medium-sized enterprises (SMEs), there is a discernible shift from long-term traditional office leases towards shorter-term, flexible agreements provided by MOS



Emergence of Startups and SMEs

Entrepreneurial Ecosystem: India's burgeoning startup ecosystem, bolstered by government initiatives such as "Startup India," serves as a pivotal growth catalyst for MOS. Startups, often operating with constrained budgets, favor flexible office solutions that require minimal initial investment.

Co-working Communities: MOS providers frequently establish communities that promote networking, collaboration, and knowledge exchange, thereby appealing to emerging businesses.



Urbanisation and Talent Mobility

Workforce Mobility

As organisations seek to recruit talent nationwide, the demand for office spaces across various locations (including Tier 2 and Tier 3 cities) has increased. MOS offer businesses the flexibility to establish operations in multiple locations without substantial investments.

Large enterprises are increasingly adopting the "hub-and-spoke" model, wherein a central office (hub) is complemented by smaller, decentralised offices (spoke) in other cities. MOS present an expedient solution to this strategy.

Hub-and-Spoke Model



Cost Efficiency and Operational Flexibility

Reduction in Capital Expenditure

MOS present businesses with the advantage of circumventing initial capital investments in infrastructure and furnishings, as these expenses are typically borne by the MOS providers.

OPEX Over CAPEX:

There is an increasing trend among businesses to prioritise operational expenditure (OPEX) over capital expenditure (CAPEX), thereby rendering MOS more appealing for companies aiming to minimise fixed costs.

Scalability

The capacity to adjust office space according to business needs is a pivotal factor propelling growth, particularly for enterprises experiencing phases of expansion or contraction.

Technological Advancements



Tech-Enabled Spaces

MOS are typically outfitted with cutting-edge technological infrastructure such as high-speed internet, cloud-based services, advanced security systems, and data analytics capabilities that enhance workplace efficiency.

Automation and Smart Offices

Numerous MOS are utilising IoT and AI - technologies to offer smart office features like automated temperature control, lighting systems, and intelligent booking systems - rendering them particularly appealing to technology-oriented enterprises.

Attractive Real Estate Market

Availability of Prime Office Locations:

Many MOS providers take up real estate in prime commercial areas, which might otherwise be unaffordable for SMEs or startups. This makes high-quality office space accessible to a wider range of businesses.

Real Estate as a Service

Real estate developers are increasingly offering flexible office space as a service, which aligns with global trends and attracts foreign investments into the market.

Real Estate Consolidation

Large enterprises are increasingly adopting MOS as part of their real estate optimisation strategy, reducing the number of owned or leased offices and focusing on more flexible, on-demand spaces.





Government Support and Regulations



Policy Support for Startups

Government policies like tax exemptions, easier access to funding, and regulatory support for startups have contributed to the rise of new businesses, driving demand for flexible office solutions.



ESG and Sustainability Focus

Many MOS are designed with a focus on sustainability and green building certifications, attracting enterprises looking to reduce their environmental footprint and align with global ESG (Environmental, Social, Governance) standards.

Increased Foreign Investment

Global Companies Entering India

As foreign businesses expand their presence in India, they often prefer MOS, especially in major metropolitan areas like Delhi-NCR, Mumbai, Bengaluru, and Hyderabad. MOS provide them with a quick and cost-effective way to establish a presence in the market.

Global Co-working Providers

International players like WeWork, Regus, and Spaces have entered the Indian market, creating a competitive landscape that further boosts the demand for MOS.

3 Survey Methodology

Objective - The survey aims to explore the Managed Office Space ecosystem, understand client preferences, and identifying key drivers contributing to its growth. Additionally, it seeks to assess the experience and satisfaction levels associated with Awfis products & services

Target Respondents

- CXOs, Real estate heads, and Key decision-makers
- Global Capability Centres (GCCs), Large enterprises, SMEs, and High-growth companies
- Existing Managed Office clients across Tier I and emerging Tier II/III cities

Response Sample

A statistically meaningful and diverse sample was achieved, representing clients across:

- Multiple industries, including Technology, BFSI, Consulting, Manufacturing, E-commerce, GCCs, and Professional services
- A range of team sizes from 50-seater offices to large multi-floor deployments

Data Analysis

Responses were aggregated and analysed to identify:

- Key drivers influencing MOS adoption – (Employee wellness, scalability, customisation etc.)
- Operational and financial benefits
- Expectations from future workspace models
- Importance of services & amenities
- Trends in MOS



4 Survey Highlights

Key Findings

68%

of the respondents indicated that modern, design and customisation in MOS significantly enhance employee experience and productivity.

Nearly

84%

identified business expansion and support for a remote/hybrid workforce as their primary reason for choosing a MOS.

9 out of 10

respondents expressed interest in choosing MOS for their upcoming expansion plans.

Managed offices effectively support evolving business requirements

81%

value tailored office layouts and appreciate workspace flexibility based on team size.

71%

cited cost-efficiency as the most critical factor in their decision-making process.

57%

experienced notable savings in fit-out capital expenditure and maintenance costs when compared to traditional office setups.

64%

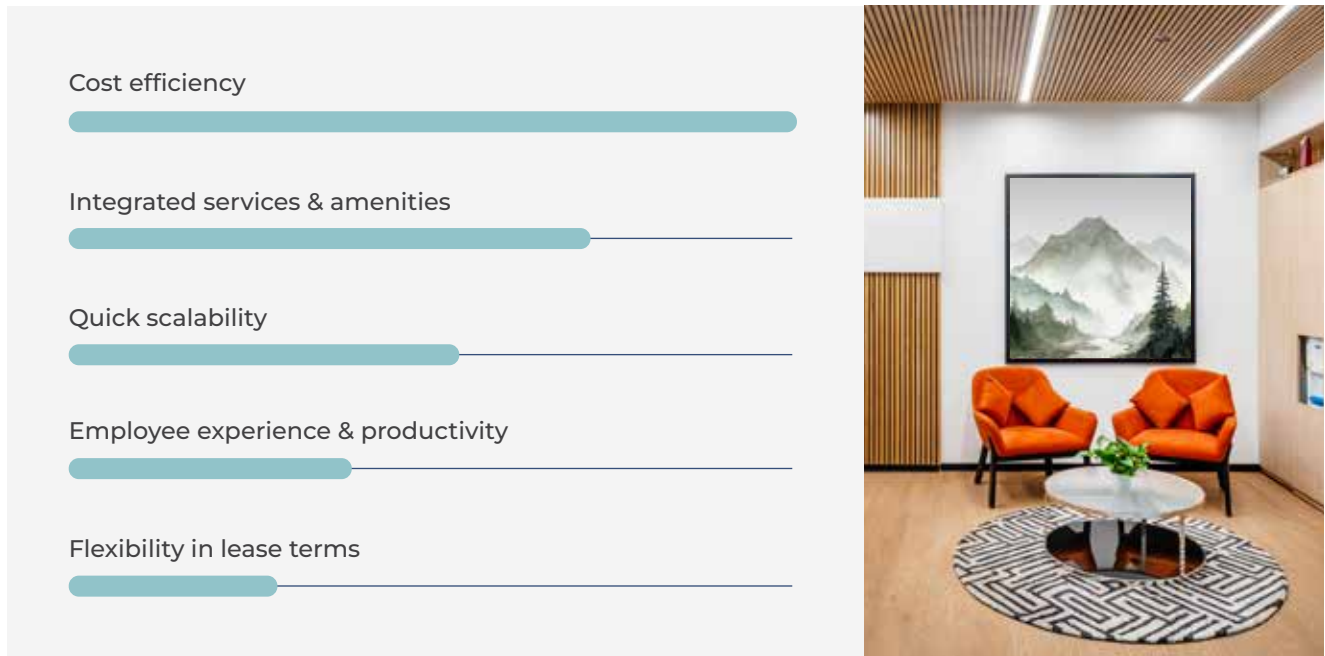
of respondents acknowledged integrated services and amenities as a major influence in their shift to MOS

Operational convenience stood out, with

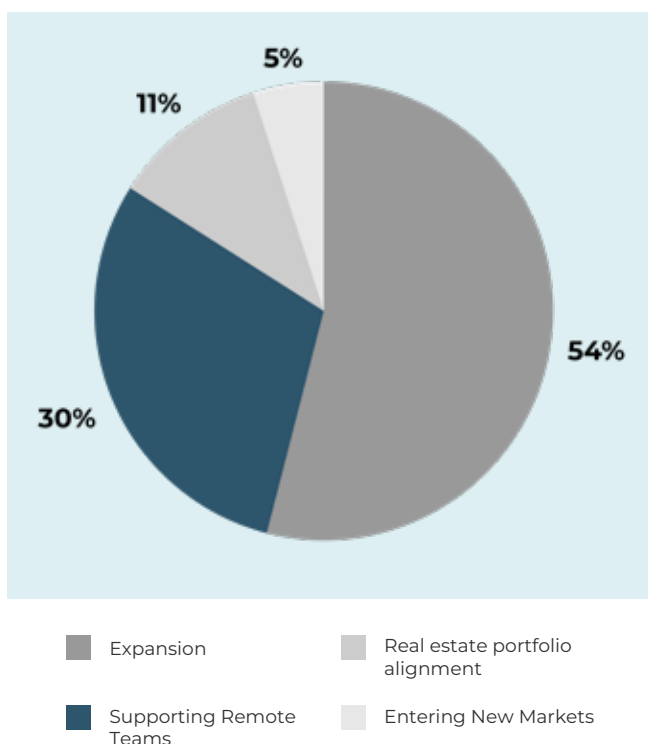
70%

rating maintenance, housekeeping, and security services as the most essential amenities offered.

Which of the following factors had the greatest influence on your decision to choose a managed office solution over a traditional office?



What is the primary purpose of your managed office space?



As per the survey conducted by Awfis, respondents

84% identified Business Expansion and supporting hybrid workforce as the primary purpose of using MOS reflecting the strategic role these flexible setups play in scaling operations efficiently and highlighting the shift towards adaptable work models.

A smaller segment of 11% used MOS or realigning their real estate portfolio, while only 5% did so to test a new market or location.

These insights indicate that MOS are increasingly being leveraged for both growth and workplace transformation initiatives.

5 Benefits of Managed Offices Spaces

MOS have emerged as a compelling solution, blending the best features of conventional offices and coworking spaces while addressing their limitations. With a focus on cost efficiency, scalability, customisation, integrated services, and employee-centric design, MOS offer businesses a strategic advantage in creating dynamic and future-ready workspaces.

By examining their benefits over traditional office setups their growing appeal to organisations seeking flexibility, productivity, and an enhanced workplace experience is evident.

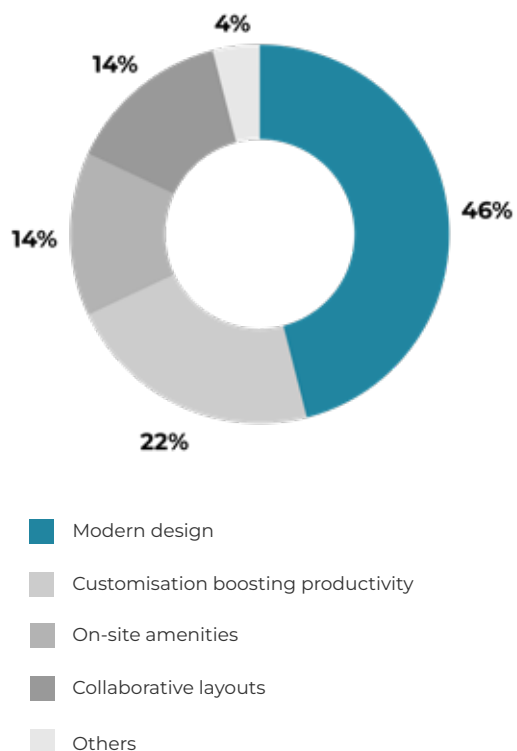
In terms of employee experience and productivity in managed offices spaces, where have you seen the greatest impact?

The survey makes one thing very clear: design has the strongest influence on employee performance. Together, modern work environments and customised layouts account for the majority share, with

68%

of respondents saying these two elements have the biggest impact on how well their teams work.

Meanwhile, 14% of respondents each acknowledged the role of on-site amenities in improving work-life balance and alternative workspaces in fostering collaboration. Other factors being the remaining 4%.



Cost Efficiency & Flexibility

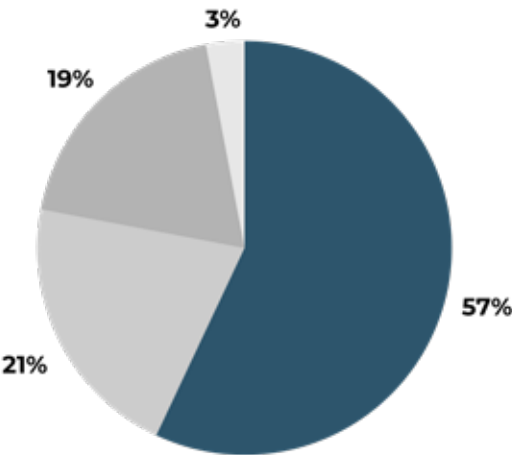
When businesses transition to MOS, they unlock significant cost savings compared to maintaining conventional office spaces. The MOS model allows companies to reduce upfront capital expenditures, streamline operational costs, and scale flexibly without long-term financial commitments. Below are the key cost-saving areas specific to MOS.

In terms of cost-effectiveness, where have you experienced the most savings in comparison to conventional offices?

The survey findings reveal that MOS offer the most significant cost savings in Fitout Capital Expenditure and Maintenance, with nearly

57% of respondents citing it as the primary area of financial advantage over conventional offices. This highlights the value of professionally maintained workspaces. Operational expenses also emerged as a notable area of savings, identified by 21% of respondents.

Approximately 19% pointed to reduced staffing and administrative costs, while only 3% reported savings in tech infrastructure.



- Capex
- Opex
- Overheads
- Infrastructure



Cost Efficiency & Flexibility

Conventional office leases often require long-term commitments along with hefty security deposits. MOS offers short-term lease options, usually ranging from 3 to 5 years & sometimes even monthly for temporary use, allowing businesses to scale up or down as needed.

This flexibility enables clients to respond to market fluctuations in rentals in a timely manner while avoiding expensive long-term contracts. It also gives companies the confidence to experiment with new markets or team sizes without being locked into rigid obligations.



Utilities & Operational Expenses

With conventional office spaces, companies bear the costs of utilities often leading to fluctuating and unpredictable expenses. In contrast, MOS include these utilities in the rent, offering a predictable, all-inclusive pricing model.



Office Setup & Maintenance

Setting up and maintaining a conventional office space requires substantial upfront investment in furniture, technology, infrastructure, and ongoing maintenance.

In MOS, these elements are included in the rental agreement, which eliminates the need for capital expenditure. Businesses can avoid purchasing furniture, installing IT systems, or hiring maintenance staff.



Staffing & Administrative Costs

A conventional office requires dedicated staff for functions like reception, IT support, housekeeping, and security. MOS typically offer on-site staff to handle these responsibilities, significantly reducing the need for companies to hire and manage their own employees. This results in 20% savings on staffing and administrative costs.

Transitioning to MOS leads to substantial cost savings across several key areas. Businesses can save on real estate costs, utilities, office setup, staffing, and IT infrastructure. On an average, clients report 20-22% savings overall by choosing a MOS, demonstrating the financial benefits of this flexible and efficient workspace model.

Scalability & Customisation

In today's dynamic business environment, the ability to scale operations rapidly and efficiently is essential for maintaining competitiveness. MOS offer unparalleled flexibility for companies looking to expand across locations with ease, particularly in emerging markets and Tier II cities where access to Grade A office inventory is often limited.

Rapid Expansion Across Cities

Conventional office spaces often require significant time and resources to expand into new cities or regions. The process of finding, negotiating, and setting up a new office location can be time-consuming and capital-intensive. MOS, however, provide companies with the ability to quickly scale up by offering ready-to-use workspaces that can be leased on short notice.



This flexibility allows businesses to open new locations in a fraction of the time compared to traditional office setups.

44%

of our clients have successfully expanded across multiple cities using Awfis' MOS



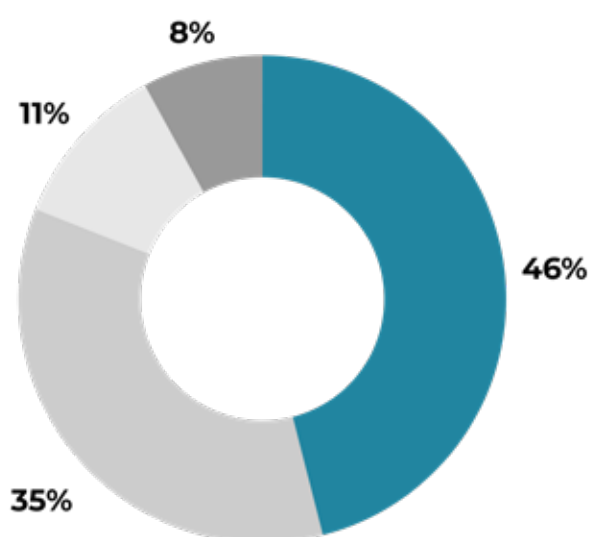


Customisation for Improved Adaptability

Whether it's branding, layout preferences, or specific equipment requirements, MOS providers can tailor the workspace to reflect a company's unique culture and operational needs.

Moreover, companies can adapt their space requirements as needed which is particularly valuable to deal with fluctuating needs where the future demand for space can be uncertain.

In terms of customisation, where have you seen the greatest benefit compared to conventional offices?



Customisation stood out as one of the strongest advantages of MOS, with

81% of respondents highlighting the ability to shape layouts around their business needs and adjust workspace

configurations as teams evolve. It reinforces just how essential adaptable environments have become in today's dynamic work culture.

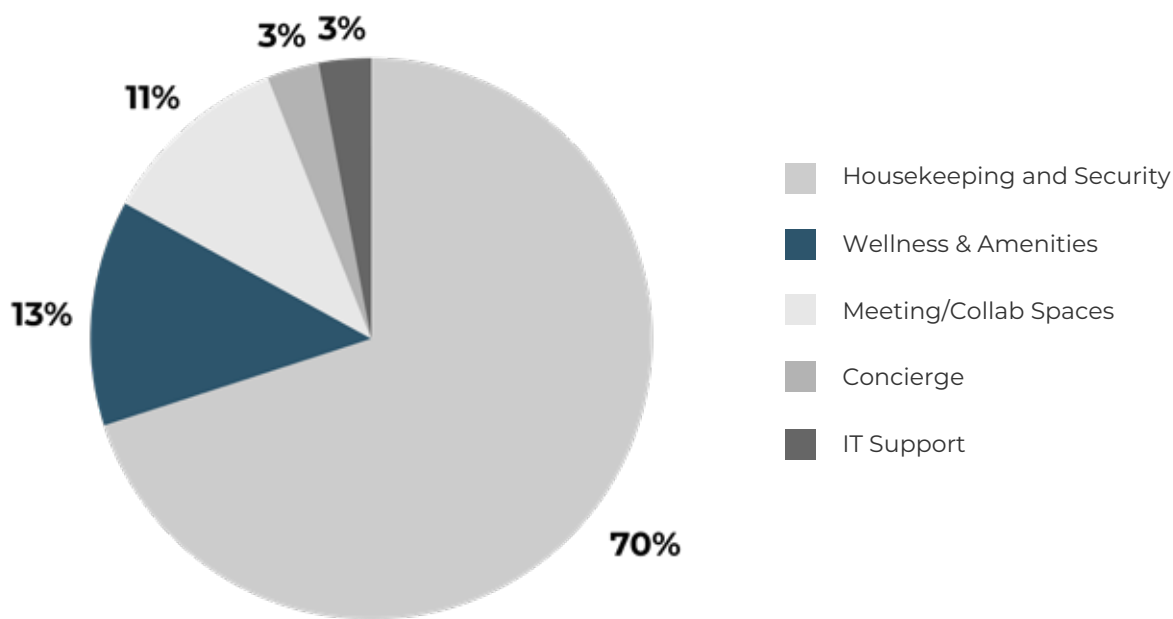
While 11% appreciated adjustments based on employee feedback, only 8% highlighted personalised branding and design options.

Integrated Services & Amenities

Managed Office Spaces represent a transformative approach to workplace solutions, integrating essential services and premium amenities to deliver a streamlined and cost-effective environment.

By combining operational efficiency with enhanced employee experience, MOS offer a distinct advantage over conventional setups.

Which integrated services and amenities do you consider most essential when opting for a MOS



When selecting a MOS, maintenance, housekeeping, and security services emerged as the most essential amenities, with an overwhelming

70% of respondents prioritising them. This reflects the high value placed on operational reliability and seamless day-to-day functioning.

Wellness and employee-focused amenities followed with 13% of respondents selecting them, indicating growing awareness of workplace well-being.

Meeting rooms and collaborative spaces were considered essential by 11%, while concierge services and on-site IT support received equal preference at 3% each



Integrated Services Simplifying Operations

MOS centralise critical functions such as IT infrastructure, utilities, housekeeping, and security under one provider. This eliminates the need for businesses to coordinate with multiple vendors and manage complex contracts.



01

Operational Efficiency

A single point of contact for services reduces administrative overhead and ensures swift resolution of issues, minimising downtime, a challenge in conventional offices where disparate service providers complicate coordination.



02

Cost Transparency

MOS consolidate costs into a predictable monthly fee, which includes all services. In traditional setups, unforeseen expenses for maintenance, upgrades, or vendor management can disrupt budgets.



03

Tailored Solutions

Businesses can scale services up or down based on changing needs, unlike conventional offices that often require long-term commitments to third-party vendors.



04

Amenities: Elevating the Workplace Experience with Purpose

MOS go beyond standard provisions by offering curated amenities that directly benefit organisations and employees.



05

Productivity-Driven Design

In MOS, amenities such as ergonomic furniture, soundproof meeting rooms, and breakout areas are built into the infrastructure. Conventional offices often require separate investments and retrofitting to achieve the same functionality, leading to higher costs and disruption.



06

Convenience at Every Level

MOS often include fully stocked kitchens, business-grade utilities, and on-site support services. In traditional offices, these amenities must be sourced and maintained independently, consuming time and resources.

Employee Well-Being and Retention

Amenities such as fitness centres, wellness rooms, and community spaces are seamlessly integrated into MOS. In contrast, conventional setups often require companies to invest in or partner with external providers for similar facilities, limiting accessibility and increasing costs.

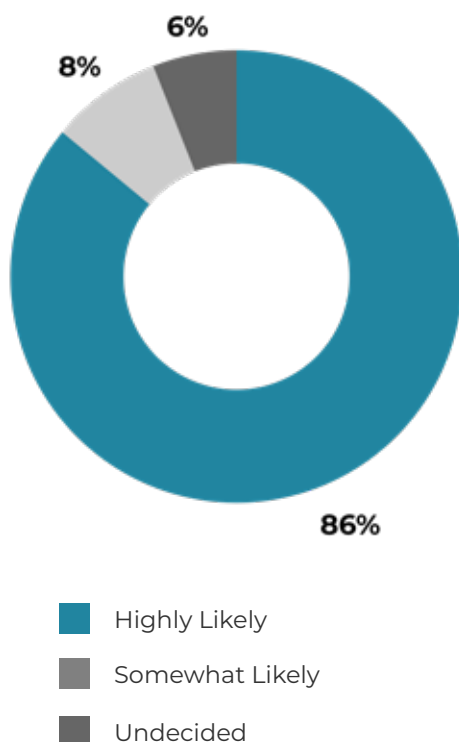


Integrated services and thoughtfully curated amenities are a defining characteristic of MOS, delivering operational simplicity and enhanced employee satisfaction in ways that conventional offices cannot match. By removing logistical burdens and delivering a ready-to-use, premium environment, MOS enable organisations to focus on growth, innovation, and their people.

Employee Experience & Productivity

While traditional spaces offer flexibility and community, MOS provide a tailored, professional environment designed to maximise employee experience and productivity. For businesses looking to create a workspace that aligns with their culture and operational needs, MOS offer significant advantages over traditional spaces.

How inclined are you to opt for a Managed Office Space for your next expansion?



Customisation and Branding

MOS allow companies to design and personalise their workspace to reflect their brand identity and culture. This creates a sense of belonging for employees and ensures the workspace aligns with operational needs, improving focus and morale.

Dedicated Spaces for Focused Work

Unlike the shared, open environments, MOS offer private areas, quiet zones, and dedicated workstations. These spaces minimise distractions, enabling employees to work more effectively and comfortably.

Advanced Infrastructure and Technology

MOS provide exclusive access to advanced IT systems, high-speed internet, and smart office technologies tailored to a single tenant's requirements. This ensures seamless connectivity and eliminates the inefficiencies associated with shared resources.

Unlike conventional offices, MOS eliminate upfront capital expenditures and ongoing maintenance hassles while compared to conventional spaces, they offer exclusivity, branding opportunities, and advanced infrastructure, ensuring an optimal balance between operational agility and employee satisfaction. Through features like scalability, seamless services, and a focus on productivity, MOS deliver a holistic workplace experience that aligns with modern business strategies.

The survey reveals a strong inclination toward MOS for business expansion. Over 86% of respondents indicated they are either highly likely to choose this option, highlighting growing confidence in flexible workspace models.

Only 8% remained neutral, while a mere 5% were undecided. These findings reflect a clear shift in workspace preferences. Businesses now prioritise adaptability, customisation, and hybrid workforce support in their real estate strategies to meet evolving operational needs.

⑥ Key Trends in the Managed Office Space

While conventional spaces offer flexibility and community, MOS provide a tailored, professional environment designed to maximise employee experience and productivity. For businesses looking to create a workspace that aligns with their culture and operational needs, MOS offer significant advantages over conventional spaces.

Adoption of Technology and Smart Offices

Modern MOS are rapidly evolving with cutting-edge technology to create smart, efficient, and responsive work environments. As organisations accelerate their digital transformation journeys, workspace design is now being shaped around modern workflows, hybrid work models, and rising employee expectations.

A key emerging trend is the integration of IoT-enabled systems that automate and personalise the workspace. Smart devices now manage lighting, temperature, and even space bookings empowering employees to tailor their environment for comfort and productivity.

High-tech collaboration zones are also becoming standard. Touchless controls, interactive displays, and advanced video conferencing tools are transforming meeting rooms into frictionless, immersive collaboration hubs.

Another major shift is the use of smart sensors and analytics to monitor space utilisation in real time. These insights help organisations continuously optimise seating layouts and resource allocation, ensuring that the workspace remains aligned with evolving team needs.

Overall, technology-led MOS are emerging as a priority for companies seeking improved operational efficiency, effective hybrid work enablement, and a future-ready, connected workplace experience.

Focus on Health and Well-being

In the wake of the COVID-19 pandemic, there has been a heightened focus on health and well-being in the workplace, with MOS leading the way in implementing measures to ensure employee safety and comfort. These spaces are increasingly designed to promote physical and mental health, offering features that support overall well-being. From air purification systems to wellness rooms and ergonomically designed workstations, MOS are adapting to provide environments that prioritise employee health.

Sustainability and Green Office Solutions

As businesses worldwide adopt more environmentally conscious practices, MOS are increasingly integrating sustainability into their design and operations. Green office solutions are no longer optional but essential for organisations aiming to reduce their carbon footprint and support sustainable growth.

Awfis Managed Office Space Case Study



» Insurity - Noida

Insurity's first post-pandemic office in India set out to do more than provide desks - it aimed to foster community, creativity, and connection. Awfis Design & Build transformed ~18,000 sq. ft. , at Embassy Oxygen Park, Noida, into a vibrant, flexible, and welcoming MOS in just 12 weeks, blending the company's global brand identity with India's cultural richness.

Visitors are greeted by a dramatic biophilic sunroof, while open work areas filled with natural light, warm wooden textures, and nature-inspired materials create a serene yet energising environment. Cultural motifs - paisleys, peacocks, and mandalas, are reimagined in contemporary patterns, subtly connecting employees to Indian heritage while maintaining a modern aesthetic.



The design balances hybrid work requirements with wellness and adaptability. Flexible huddle rooms, operable partitions, and multiuse social zones allow seamless transitions between collaboration, events, and quiet reflection. Ergonomic furniture, restorative spaces, and daylight access ensure employee well-being, making the office not just a workspace, but a community hub where people feel inspired, connected, and at home.

To elevate this experience even further, Awfis integrated a robust layer of technology that future-proofs Insurity's workspace, anchored by an advanced Poly VC ecosystem and dedicated high-bandwidth network configuration, all seamlessly integrated with Microsoft Teams and Zoom. Combined with Awfis' end-to-end delivery, project management, and ongoing support, the space becomes not just beautifully designed but truly tech-enabled.

The result is focused meetings, stronger collaboration across distributed teams, reliable virtual communication, and a scalable VC framework ready for future upgrades - significantly strengthening Insurity's digital collaboration capabilities and completing a workplace that is as modern and high-performing as it is warm and human-centered.



» National Stock Exchange (NSE) Office – Mumbai

When the NSE sought a future-ready, high-performance workplace in Mumbai, the brief was ambitious: create a space that balances confidentiality, collaboration, and cutting-edge technology, all while reflecting the trust and stature of India's premier financial institution. Awfis delivered a ~165,000 sq. ft. , office in just 50 days, blending Nordic minimalism with sophisticated corporate aesthetics to create a functional, elegant, and forward-looking environment.

The design carefully navigated competing priorities. Executive cabins and high-tech boardrooms provide absolute privacy for critical decision-making, while collaborative hubs and open zones maintain connectivity across teams. Advanced acoustic engineering, smart building systems, and adaptive spatial zoning ensured sensitive operations remain secure without compromising collaboration.

Supporting these core functions are thoughtful additions such as a serving kitchen designed to NSE's specifications, fully foldable tables that enable a large town hall setup by doubling space utility, and movable tables with stackable furniture that offer quick reconfiguration for both small and large group formats. A café-style zone adds a refreshing, relaxed environment where employees can unwind and recharge, while the use of warm colours and biophilic elements reinforces wellness and comfort throughout the space.

The result is a benchmark workplace for India's financial sector. Operational efficiency improved through smart technologies, while energy consumption and on-site emissions were significantly reduced. Ergonomic workstations, circadian lighting, and wellness zones enhance employee well-being, and post-occupancy studies confirm higher productivity and workplace satisfaction. NSE leadership lauded the office for seamlessly merging confidentiality with openness, setting a new standard for financial workplaces in India.



» Zinnov – Hyderabad



A Workspace Designed for Community, Trust, and Transformation

Zinnov is a global management consulting firm that operates at the intersection of trust, innovation, and transformation. Home-grown in its origins and global in its outlook, the firm's culture is defined by curiosity, collaboration, and a deep commitment to shaping what comes next. Every space is envisioned as an extension of Zinnov's culture, designed to enable clarity, agility, and meaningful human connection.

With its new workspace in Hyderabad, the firm sought to create a physical expression of this ethos. The brief called for a setting that encourages collaboration, balances focus with flexibility and reflects the firm's belief in purposeful design. The result is a 10,581 sq. ft. managed office delivered in partnership with Awfis, completed in just two months through a combination of precision planning, modular execution, and thoughtful craftsmanship.

Design that Reflects the Company's Way of Thinking

The interiors of the Hyderabad workspace capture the essence of the company's consulting mindset - structured yet fluid, analytical yet creative. Curved, double-glazed glass partitions lend a sense of community and transparency, symbolising how the company approaches complex problems with openness and clarity. Biophilic elements, including a living moss wall and abundant natural light, connect people to nature and enhance air quality, acoustics, and well-being. The spatial zoning blends collaboration hubs, focused work areas, and quiet reflection spaces, allowing teams to shift seamlessly between analytical and creative modes of work.

Materiality and color palettes are intentionally subtle, creating a calm and professional environment that prioritises purpose over display.

Sustainability as a Strategic Choice

Every aspect of the workspace was planned to balance speed, efficiency, and environmental responsibility. Modular and factory-finished systems allowed rapid construction without compromising quality, while energy-efficient HVAC systems, LED lighting, recycled finishes, and natural fiber acoustic panels minimise environmental impact. These design choices go beyond compliance. They reflect Zinnov's philosophy on sustainability, one that views long-term value creation as inseparable from responsible business practices. The firm's approach to transformation, whether for clients or within its own ecosystem, is grounded in the idea that efficiency and sustainability must work together. The Hyderabad workspace embodies this principle, demonstrating how thoughtful design can serve both performance and the planet.

A Future-Ready Workplace

The Hyderabad workspace is not just a new address for the company. It marks an evolution in how the firm brings its culture to life. Every detail has been shaped to support focus, collaboration, and innovation in equal measure, creating an environment that enables purposeful work and authentic human connection.

The Hyderabad workspace stands as a quiet but powerful reflection of Zinnov's identity - a firm rooted in trust, moving with structure and agility, and committed to building a sustainable, human-centered future.

» Fortune 500 IT Company – Jaipur

When the client set out to establish a new office in Jaipur, spanning ~83,000 sq. ft., the vision was to create a workplace that blended global best practices with local cultural richness. Awfis delivered this through a design that combines architectural brilliance, innovation, and inclusivity. The mirror-like façade reflects the surroundings, symbolising openness, while the reception features a striking Rajasthani Jali backdrop with the brand logo. Inside, the café - designed around the vibrant Kutch Kite Festival - sets the tone for interaction and energy, while motifs from local heritage are reinterpreted into a modern design language. Diverse breakout areas, flexible workstations, and carpets that echo the brand's logo create a space that is both functional and deeply symbolic.

The workplace goes beyond design aesthetics to embody the clients “Truly human and Truly digital” vision. Digital displays, VMS kiosks, and a host-led reception redefine the lobby experience, while ergonomic furniture, wellness zones, and organic shapes ensure comfort and balance. Robust data security, scalable infrastructure, and smart conference rooms support high-performance operations, while energy-efficient systems, waste management, and eco-friendly practices reinforce sustainability. With its prime location and agile layouts, the office is built to adapt seamlessly to evolving workforce needs.

The result is more than a MOS - it's an iconic workplace that supports the company's expansion into Tier II cities. Bundled services and flexible lease models ensure value for money, while Awfis' integrated facilities management reduces administrative burden for the client. By maximising space utilisation, fostering collaboration, and embedding local culture into a global framework, the Jaipur office enhances productivity, sustainability, and employee pride, making it a benchmark for future-ready workspaces in India's emerging business hubs.



Summary

The Managed Office Space solution in India stands at an interesting crossroad. What started as a convenient option for start-ups and freelancers has now become a vital part of corporate real estate strategy. As organisations reimagine workspaces after the pandemic, the idea of flexibility, scalability, and experience-driven offices has found a strong foothold.

The biggest strength of MOS lies in its ability to adapt. They prefer offices that can expand, contract, or even relocate as their teams evolve and business expands. Additionally, enterprises now expect built-to-suit environments with strong privacy controls, data security standards, and advanced access management capabilities that MOS providers are increasingly delivering through integrated tech and secure infrastructure. This flexibility will continue to shape the sector's growth in the coming years, especially as companies try to stay lean and cost-efficient.

The next phase of growth is also expected to spread beyond major metros. While cities like Bengaluru, Delhi-NCR, and Mumbai remain the largest markets, demand is steadily growing in places like Pune, Ahmedabad, Jaipur, and Coimbatore. The rise of hybrid work, improved infrastructure, and better internet connectivity have made smaller cities viable options for companies. MOS providers who can maintain quality and a consistent brand experience across multiple locations will be well-placed to capture this emerging demand.

A key trend in reshaping the sector is the growing participation of large enterprises. Earlier, dominated by start-ups, the segment is now seeing established corporates leasing entire spaces, often tailored to their brand identity and operational needs. Customisation, whether in branding, layout planning, team zoning, or secure delivery centres for GCCs, has become a core demand, with companies expecting spaces that reflect their culture and meet stringent privacy, compliance, and tech requirements. This shift from short-term occupancy to enterprise-level partnerships signals maturity and long-term stability in the market.

Modern enterprises are also demanding greater alignment between workspace design and organisational purpose. Operators are increasingly expected to deliver end-to-end solutions encompassing space planning, design conceptualisation, procurement, and project delivery. Each stage is underpinned by principles of user-centric design, sustainability, wellness, and operational efficiency, ensuring that workspaces not only perform but also inspire. The ability to integrate brand guidelines, secure zones, and advanced workplace technologies from access control systems to collaboration tools has become essential.

Technology will also play a defining role. Operators are increasingly using digital tools for access control, energy management, and workspace optimisation. The integration of AI, automation, and analytics is helping enhance productivity while reducing operational costs. Equally important is digital security, as enterprises and GCCs require stringent data privacy frameworks and tech-enabled monitoring to safeguard sensitive operations. At the same time, sustainability is becoming a must-have rather than an add-on. Clients now expect green buildings, efficient lighting, and eco-friendly materials, pushing operators to align with global ESG goals.

Beyond infrastructure, the managed office space future will depend on how well it builds community. The modern workforce values collaboration, learning, and belonging. Spaces that offer not just desks but meaningful engagement through networking events, wellness programs, or mentorship opportunities will stand apart. The ability to create private, secure, and branded environments while still offering communal experiences will differentiate us from premium MOS operators.

In the coming years, MOS is expected to become the preferred choice for businesses seeking flexibility, speed, and experience. With a mix of technology, sustainability, privacy-first design, data-secure operations, customised brand-led environments, and human connection, this sector is set to redefine what a modern workplace means in India's fast-changing economic landscape.

As GCCs accelerate their expansion, MOS is becoming the preferred blueprint for creating secure, brand-aligned, and future-ready centres across India.

About Awfis Space Solutions Limited

Awfis Space Solutions Ltd. ('Awfis') is India's largest and first listed flexible workspace solutions provider of modern workspaces. The company enables small and large corporates to seamlessly book and utilise workspaces as per their requirement and convenience. The comprehensive suite of solutions includes Flex Space Solutions (Coworking and Enterprise Solutions), Design & Build and Allied Services, enhancing customer service. With a strong presence in 18 cities and 200+ centres, Awfis serves more than 3,400 clients across diverse industries, ensuring scalable and adaptable workspace solutions for businesses of all sizes. For more information, please log on to www.awfis.com.

Workspace Formats:- Awfis, Awfis Gold, Elite by Awfis

For Managed Office Space enquiries

North

Hitesh Miglani
hitesh.miglani@awfis.com
9891828231

South

Roshan Alva
roshan.alva@awfis.com
9845005920

Kashvi S
kashvi.s1@awfis.com
9962025747

East

Anindita Sarkar
anindita.s.sarkar@awfis.com
8240979899

West

Rahul Kanungo
rahul.kanungo@awfis.com
9819282465

Mrinal Kumar
mrinal.kumar@awfis.com
9860711452

Contributors

Sheetal Vanwari

Chief Marketing Officer

Vidya Morajkar

AVP-Corporate Communication

Shreeya Berde

Assistant Manager, Marketing

Rayansh Poladia

Executive, Marketing

Media Queries

Avni Gupta

Senior Manager - Public Relations
avni.gupta@awfis.com

Network

Delhi NCR | Jaipur | Chandigarh | Ahmedabad | Indore | Pune | Mumbai | Nagpur | Hyderabad |
Kolkata | Guwahati | Bhubaneswar | Bengaluru | Chennai | Kochi | Lucknow

18 cities | 200+ centres | 170K + seats



About Anarock

ANAROCK is the leading independent real estate services company with a visible presence across India, Middle East, USA and Singapore. The Company has diversified interests across the real estate lifecycle and deploys its proprietary technology platform to accelerate marketing and sales on behalf of its clients.

Over the last eight years, ANAROCK has expanded from being a residential-focused organization to complementary sectors including retail, commercial, hospitality, logistics & data centres, industrial and land. The firm also specialises in strategic advisory, investment banking, research & valuations and offers app based flexible workspaces and society management services. ANAROCK has developed proprietary technology that is adopted across all its businesses.

ANAROCK has a team of over 2200+ experienced real estate professionals who operate across all major markets in India, Middle East, USA and Singapore.

Contributors

Ashim Bhanja Chowdhury

Senior Vice President Research & Advisory

ashim.chowdhury@anarock.com

Simmi Arora

Assistant Vice President Research & Advisory

Simmi.Arora@anarock.com

For Bespoke Research Content

Dr. Prashant Thakur

Executive Director & Head of Research & Advisory

prashant.thakur@anarock.com





awfis

ANAROCK
VALUES OVER VALUE