

“Companies believe providing flexibility to employees increases productivity by 12-20%”: Evolution of Workplace Trends’ report by Vestian and Nielsen

“Office absorption in Mumbai increased by 9% QoQ”: Evolution of Workplace Trends’ report by Vestian and Nielsen

- **Mumbai is expected to absorb 7.5 million sq. ft in 2016**
- **50% of the surveyed companies believed that there is improvement in employee productivity and cost effectiveness by adopting open workspace. On an average, 5-7% increase in productivity and reduction in cost.**
- **Key segments which are taking up space include, IT/ITeS, BFSI and Pharma**

Mumbai, June 30, 2016: Vestian Global Workplace Services, a leading workplace solutions firm that specializes in providing occupier-focused solutions along with Nielsen, a leading global information and measurement company recently published a study on ‘Evolution in Workplace Trends’ that is focused on the growth of commercial/rental spaces and work place trends in Mumbai and Pune.

According to the study, **office absorption in Mumbai has increased by 9% QoQ.** After a poor run post 2011, the real estate absorption picked up at the end of 2014 and continued to grow in 2015. The influx of corporates has led to an upward curve in the commercial rental space which is evident in **new office supply of 0.6 million square feet during quarter 1 of 2015** as indicated in the report. The **rental values** are also expected to appreciate around **5% across all micro-markets in Mumbai.**

The shift in workplace trends has also led to changes in office space utilization. Key trends which are setting out the change in the workplace are **office space usage; workplace practices and Impact of technology.** 50% of the surveyed companies believed that there is improvement in employee productivity and cost effectiveness by adopting open workspace. On an average, 5-7% increase in productivity and reduction in cost.

According to the survey, **50% of the surveyed companies have said, that by improvising workplace design and practices and use of suitable technology, they have been able to cut cost by 5 – 10% and increase employee productivity by 15 – 20%.** The most recent entrants to the workplace, the millennials have a different outlook to what they expect from their employment experience, not only are they creating a change in how they work, they are also invested in the future. They are driving sustainability efforts and new inventions in terms of renewable energy and energy efficient systems as a means of giving back to the environment and building a better eco-system.

Key HR trends

- Open offices, remote working, co-working spaces and a greater work-life-balance are changes gripping the next generation of workers.
- 60% of the surveyed companies are investing in energy efficient building systems.
- Mobile seating in few segments is the way forward.

Sharing key findings of the study, **Mr. Shrinivas Rao, CEO-APAC, Vestian Global Workplace Solution** said, *“The study aims to get deeper insights on the ever- growing real estate market in Mumbai as well as ever evolving workplace design and practices. Upon analyzing the emerging trends and future scenario in this space, it is safe to say that The Indian workplace is evolving faster than ever before, there is a new pattern of work that is emerging and with that, there are new technologies and behaviors entering our organizations”.*

Emphasis on recreation facility is increasing in most segments. Particularly in the service industry – IT/ITeS provide recreational facilities that include gym, indoor games, library and break-out spaces. Companies believe that providing **flexibility to employees increases productivity by 15-20%**

The study further indicates that **biometrics and other automation products** are projected to be **extensively in the building security system to save expenses and improve productivity**

Ms. Seema Kapur, Director, Consumer Insights, PEIT and IMR from Nielsen said, *“The Workplace Evolution Trends report has captured a macro level working of the commercial real estate sector in Mumbai. It brings together two co-related aspects – commercial real estate and changing workplace trends to study the link between them in depth.”*

Owing to a paradigm change in the economy, the **pharmaceutical sector has shot up by a whopping 34%** as the **highest office space absorber, second to the BFSI sector at 35% in the MMR region**. Throwing light on rentals, with ever-increasing demand for real estate, rentals are reaching an all-time high in the commercial and residential space. **BKC continues to be the costliest place in Mumbai for corporates closely followed by the CBD and Worli area as indicated by the study.**

About Vestian

Vestian is an occupier-focused workplace solutions firm specializing in commercial, residential, industrial, retail and hospitality sectors. Headquartered at Chicago, Vestian has offices across US, India, China, Sri Lanka and the Middle East. Our core strength lies in providing customized innovative solutions that are aligned to the client's business objectives. Our extensive service portfolio includes Investment & Consultancy Services, Transaction Advisory Services, Project Services, Retail Business Solutions and Integrated Facilities Management Services. Vestian is the only global workplace solutions organization to be certified in both quality management systems and environmental health & safety standards such as ISO 9001, ISO 14001 and OHSAS 18001. For further information on the company, you can visit us at www.vestianglobal.com.

About Nielsen

Nielsen Holdings plc (NYSE:NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience Measurement services for all devices on which content- Video, audio and text is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com/in.

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