



DRAFT REPORT

**Benchmarking Study For Flexible  
Workspace Players In India - Only  
Amendment To The Study With NPS and  
Google Search Volume Trends**

15<sup>th</sup> July 2025

PREPARED FOR :

**wework**

# CONTENTS

1	STUDY BACKGROUND	2
2	MARKET OVERVIEW	6
3	WeWork INDIA CURRENT CUSTOMERS ANALYSIS	11
4	COMPETITOR CUSTOMERS ANALYSIS	27
5	NON-USER ANALYSIS	43
6	SUMMARY & CONCLUSION	53



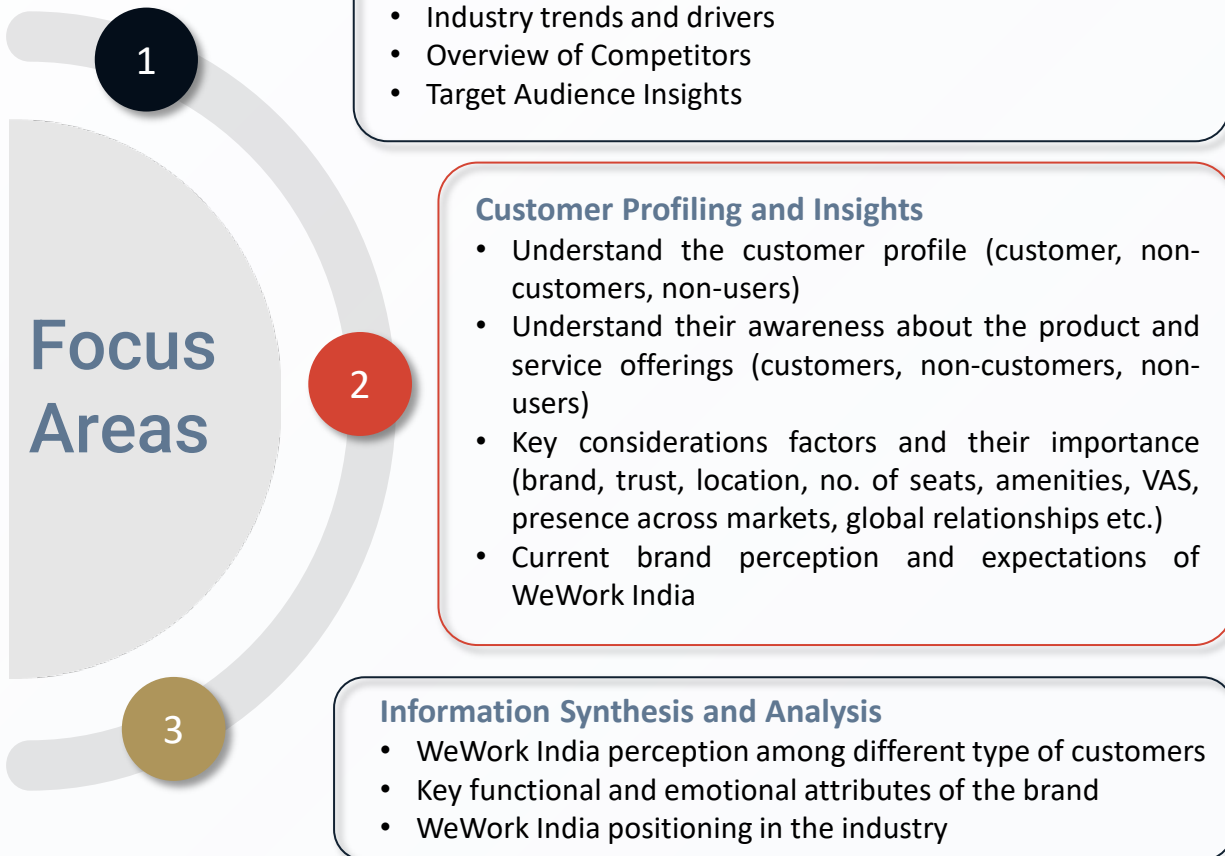


we work

## **BACKGROUND**

# SCOPE OF WORK

We conducted a comprehensive research study to benchmark key flexible working space providers in India



## Information Captured

- Secondary –**
  - Product brochure of competitors
  - Company websites
- Primary –**
  - Customer profile
  - Awareness of products and brands
  - Perception of the brands
  - Key expectations and experience
  - Brands Benchmarking
  - Key factors considered by the customers and non-customers



## Data Sources

- Reports, databases & whitepapers –
  - EMIS
  - Zoom info
- Company Annual Reports, Independent research papers

Source: AGR Primary Research

## SAMPLE COVERAGE...1/2

We have encompassed a diverse range of targeted company categories, and customer types in major cities our analysis



### CITIES COVERED

- Bangalore
- Mumbai
- Pune
- Hyderabad
- Delhi NCR
- Chennai



### TARGET COMPANY SEGMENT

- Solopreneurs/ Freelancers/ Young Start ups
- Growing Start ups
- SMBs
- Enterprises
- GCC



### CUSTOMER TYPE

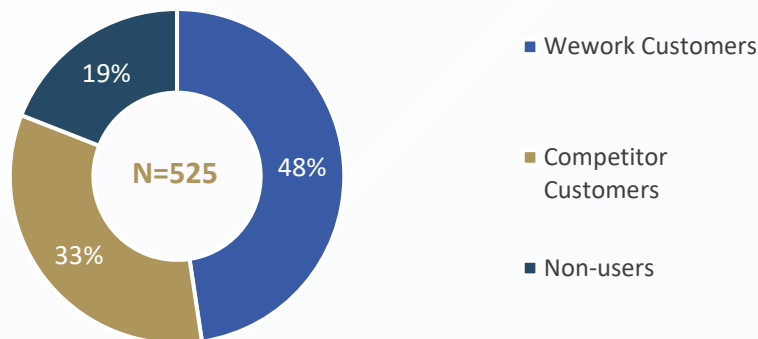
- WeWork India customer
- Competitor customer
- Non-user

Source: AGR Primary Research

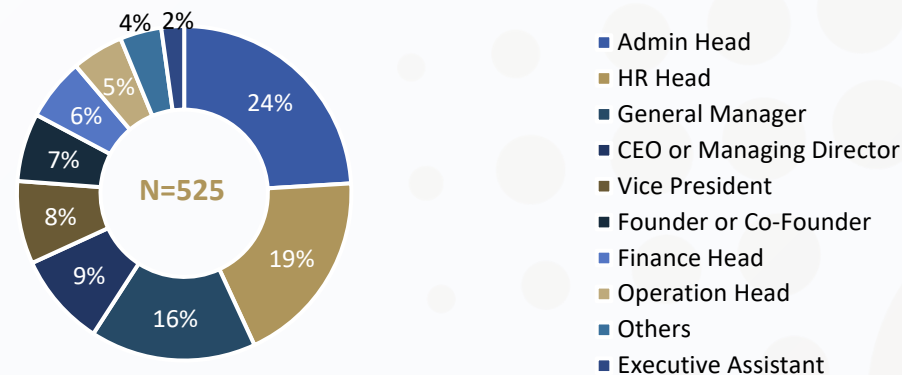
## SAMPLE COVERAGE...2/2

AGR has conducted 525 interviews comprising of WeWork India customers, competitor customers and non-users insights

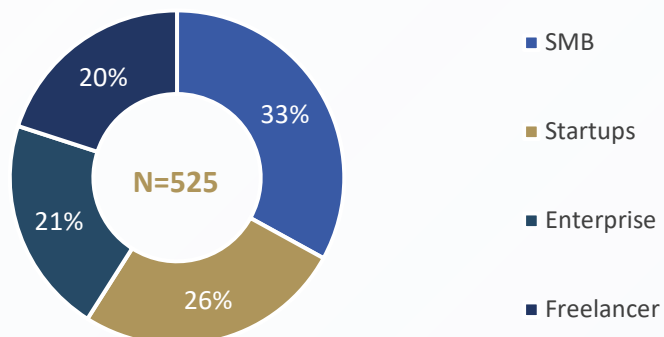
Customer, Non-Customer and Non-user Covered



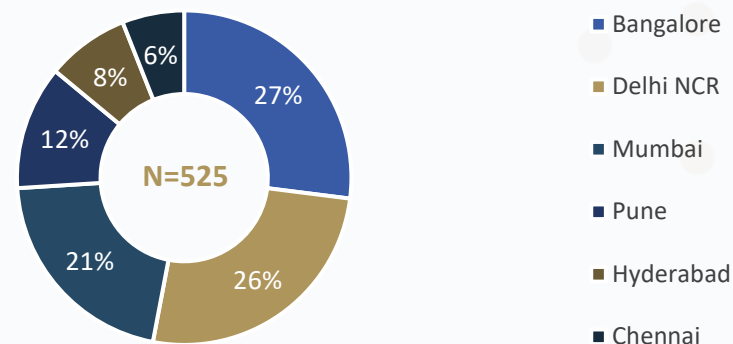
Designation of stakeholders covered



Segments Covered



Cities Covered



The stakeholders covered are majorly from the admin department (either a senior manager or head) followed by HR head and General Manager

Source: AGR Primary Research

A modern office interior with glass-walled meeting rooms and people working. The office has a clean, minimalist aesthetic with white walls, grey carpeting, and exposed ceiling infrastructure. A large circular light fixture hangs from the ceiling. In the center, a meeting room with yellow-framed glass walls contains several people sitting around a table, working on laptops. To the right, another meeting room is visible, and a man is sitting on a blue chair, also working on a laptop. A green exit sign is visible on the ceiling to the right.

# MARKET OVERVIEW

## KEY FLEXIBLE WORKSPACE PROVIDER





Key competitors of WeWork India include Regus, TEC, Cowrks, Table Space, and Awfis. Among these, Cowrks is identified as the closest competitor to WeWork India, followed by Awfis and Regus

The logo for WeWork, featuring the word "wework" in a bold, lowercase, black sans-serif font.The logo for The Executive Centre, consisting of a blue interlocking knot icon to the left of the text "THE EXECUTIVE CENTRE" in a blue, uppercase, sans-serif font.The logo for Regus, featuring the word "Regus" in a black, lowercase, sans-serif font with a red dot above the 'i'.The logo for Cowrks, with "COWRKS" in a blue, uppercase, sans-serif font, where the 'O' is orange.The logo for Table Space, with the words "Table Space" in a white, lowercase, sans-serif font inside a teal-to-white gradient rectangular box.The logo for Awfis, with the word "awfis" in a red, lowercase, sans-serif font.The logo for Simpliwork, with the word "simpliwork" in a black, lowercase, sans-serif font.The logo for Smartworks, with the word "SMARTWORKS" in a black, uppercase, sans-serif font inside a white rectangular box.The logo for Quest Coworks, with "Quest" in a blue, uppercase, sans-serif font and "coworks" in a yellow, lowercase, sans-serif font below it.The logo for Bhive, featuring a yellow lightbulb icon with a white glow to the left of the word "BHIVE" in a white, uppercase, sans-serif font on a black background.The logo for 91Springboard, with the text "91SPRINGBOARD" in a white, uppercase, sans-serif font on a black background.The logo for Workez, with an orange circular icon containing a white 'W' to the left of the word "WORKez" in a white, uppercase, sans-serif font, with "ez" in orange. Below it is the tagline "REDEFINING MANAGED WORKSPACES" in a smaller white font.

Source: AGR Primary Research

## KEY COMPETITOR OFFERINGS ...1/2




All competitors target the same audience as WeWork India. Among them, only Regus and TEC are international players, while the rest are based in India

	Offerings	Target customer segment	Presence across cities	Geographical coverage
	<ul style="list-style-type: none"> <li>Private studios</li> <li>Shared offices</li> <li>Meeting rooms with latest tech &amp; amenities</li> </ul>	<ul style="list-style-type: none"> <li>Large enterprises</li> <li>SME's</li> <li>Startups</li> <li>Freelancers/solopreneurs</li> </ul>	<ul style="list-style-type: none"> <li>Total centers - 36</li> <li>Bengaluru, Mumbai, Delhi NCR, Chennai, Hyderabad, Pune</li> </ul>	<ul style="list-style-type: none"> <li>Only in India</li> </ul>
	<ul style="list-style-type: none"> <li>Private office</li> <li>Meeting rooms</li> <li>Event rooms</li> <li>Business concierge.</li> </ul>	<ul style="list-style-type: none"> <li>Large enterprises</li> <li>SME's</li> <li>Startups</li> <li>Freelancers</li> </ul>	<ul style="list-style-type: none"> <li>Total centers - 220</li> <li>Bengaluru, Mumbai, Delhi NCR, Chennai, Hyderabad, Pune</li> </ul>	<ul style="list-style-type: none"> <li>16 countries</li> </ul>
	<ul style="list-style-type: none"> <li>Private office</li> <li>Office membership</li> <li>Day offices</li> <li>Custom offices</li> </ul>	<ul style="list-style-type: none"> <li>Large enterprises</li> <li>SME's</li> <li>Startups</li> <li>Freelancers</li> </ul>	<ul style="list-style-type: none"> <li>Over 73 centers across India</li> </ul>	<ul style="list-style-type: none"> <li>Over 119 countries</li> </ul>
	<ul style="list-style-type: none"> <li>Managed offices</li> <li>Customized office</li> </ul>	<ul style="list-style-type: none"> <li>Startups</li> <li>Freelancers</li> <li>SME's</li> <li>Enterprise teams</li> </ul>	<ul style="list-style-type: none"> <li>Total centers - 45</li> <li>13 cities</li> </ul>	<ul style="list-style-type: none"> <li>India and Singapore</li> </ul>

Source: AGR Primary Research

## KEY COMPETITOR OFFERINGS ...2/2

Table Space, Awfis and Simpliwork are also India-based flexible workspace providers

	Offerings	Target customer segment	Presence across cities	Geographical coverage
	<ul style="list-style-type: none"> <li>Day pass</li> <li>Meeting room</li> <li>Awfis Gold</li> <li>Enterprise solutions</li> </ul>	<ul style="list-style-type: none"> <li>Large enterprises</li> <li>SME's</li> <li>Startups</li> <li>Freelancers/solopreneurs</li> </ul>	<ul style="list-style-type: none"> <li>Total centers – 180</li> <li>Available in 18 cities including Mumbai, Hyderabad, Kolkata, Delhi NCR, Pune</li> </ul>	<ul style="list-style-type: none"> <li>Only in India</li> </ul>
	<ul style="list-style-type: none"> <li>Workspace-as-a-service</li> <li>Event Spaces</li> <li>Training Rooms</li> <li>TS Suites</li> </ul>	<ul style="list-style-type: none"> <li>Large enterprises</li> <li>SME's</li> <li>Startups</li> <li>Freelancer's</li> </ul>	<ul style="list-style-type: none"> <li>Total centers – 60+</li> <li>Bengaluru, Mumbai, Delhi NCR, Chennai, Hyderabad, Pune</li> </ul>	<ul style="list-style-type: none"> <li>Only in India</li> </ul>
	<ul style="list-style-type: none"> <li>Enterprise office</li> <li>Private office</li> </ul>	<ul style="list-style-type: none"> <li>Large enterprises</li> <li>SME's</li> <li>Startups</li> <li>Freelancers</li> </ul>	<ul style="list-style-type: none"> <li>8 cities and 85+ centers</li> <li>Bengaluru, Mumbai, Delhi NCR, Chennai, Hyderabad, Pune, Kolkata</li> </ul>	<ul style="list-style-type: none"> <li>Only in India</li> </ul>

Source: AGR Primary Research

# INDUSTRY TRENDS IN FLEXIBLE WORKING SPACE

Flexible workspaces in India are growing due to a thriving startup scene, expansion into smaller cities, cost savings, and the use of smart technology to improve convenience and efficiency

## Growing Startups

- India's startup ecosystem is thriving, making it the world's third-largest
- With 111 unicorns valued at \$349.67 billion, the growth of new unicorns drives demand for flexible workspaces, vital to the country's entrepreneurial growth

## Expansion of Enterprises/GCCs

- Flexible workspaces are rapidly expanding by Enterprises/GCCs as they support hybrid or remote work models, coworking spaces offer the flexibility for employees to work from multiple locations, reducing commute stress and improving work-life balance.
- International coworking brands often provide seamless access to their network of offices worldwide. This allows GCCs to establish a presence in multiple locations while maintaining a consistent experience

Source: Primary Research, AGR Analysis



## Cost Optimization

- Flexible workspaces drive growth by **offering pay-as-you-go plans** with no extra charges for maintenance or repairs, unlike traditional offices
- Users pay only for what they need, with utilities, internet, and tech support often included, making it a cost-effective, hassle-free alternative to long-term leases

## Integration of Technology

- Flexible workspaces are using smart technologies like digital access, app booking, and IoT to improve security, efficiency, and comfort
- These innovations optimize space, adjust lighting and temperature, and reduce costs, offering a more personalized experience for members

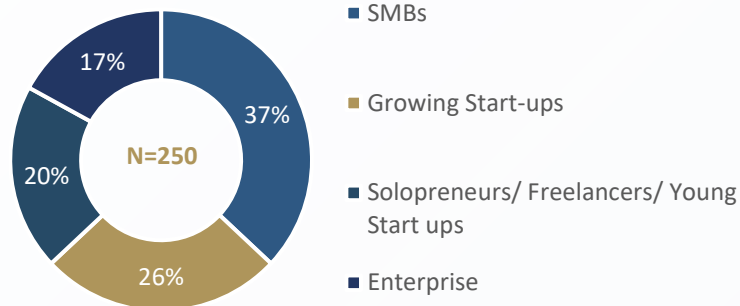
A dimly lit WeWork office with people working at desks. The scene is captured from a low angle, showing several rows of long wooden tables and black office chairs. In the foreground, a woman with long dark hair is focused on her laptop. Behind her, other workers are visible, some looking at their screens and others in conversation. The office has large windows on the left side, and the overall atmosphere is professional and busy. The text 'WEWORK INDIA CURRENT CUSTOMERS ANALYSIS' is overlaid in the center in a bold, white, sans-serif font.

# **WEWORK INDIA CURRENT CUSTOMERS ANALYSIS**

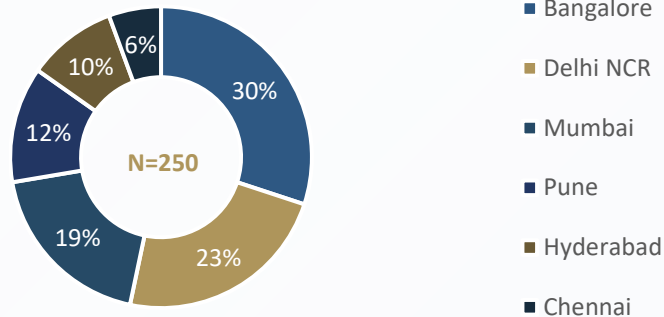
# WEWORK INDIA CUSTOMERS DEMOGRAPHIC

AGR conducted 250 semi-structured survey across different industries, audience type, location and segments that uses WeWork India as their flexible workspace provider

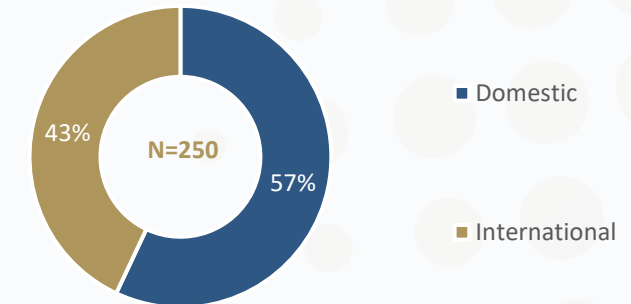
## Segment-wise breakdown



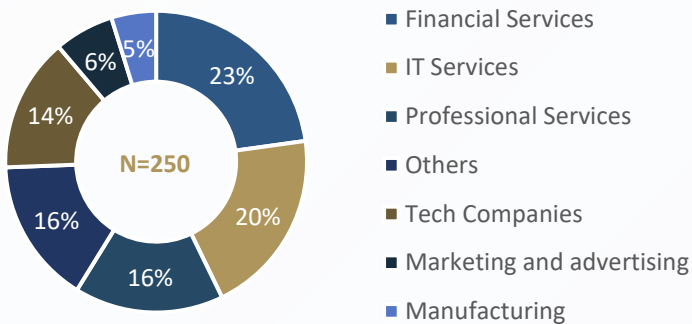
## Location-wise breakdown



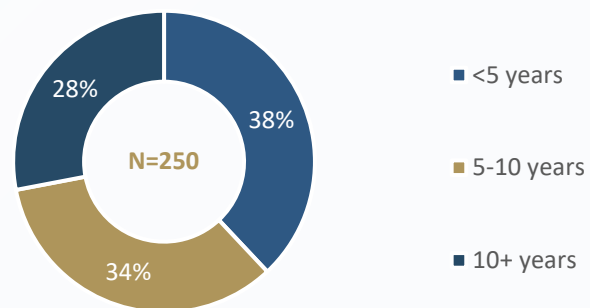
## Company origin breakdown



## Sector-wise breakdown



## Operational years-wise breakdown



## Key Takeaway

- While **Bangalore, Delhi NCR, and Mumbai** dominate, cities like **Pune, Chennai and Hyderabad** show potential for growth with focused outreach
- Almost half of WeWork India's customers are companies that have been operating for over 10 years.** This shows that even large, established businesses find co-working spaces useful for expansion or remote work needs
- WeWork India has an almost equal ratio of domestic as well as international customers.** This indicates that WeWork India has a good brand image among international enterprises

Source: AGR Primary research

## SERVICES/FACILITIES BEING AVAILED

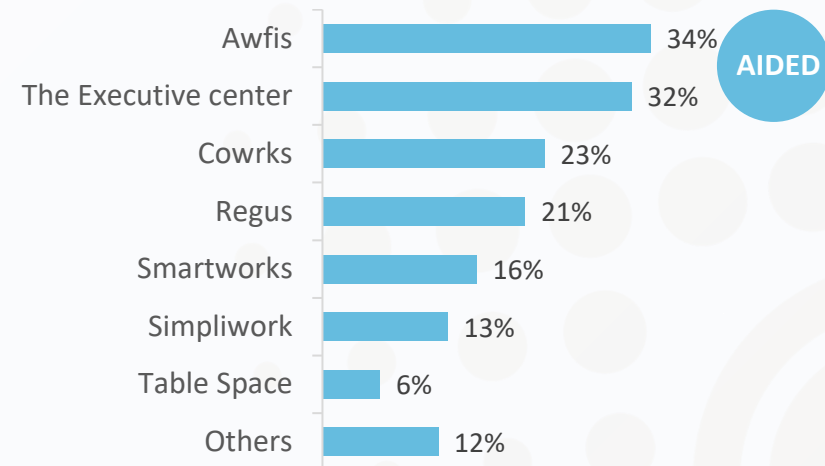
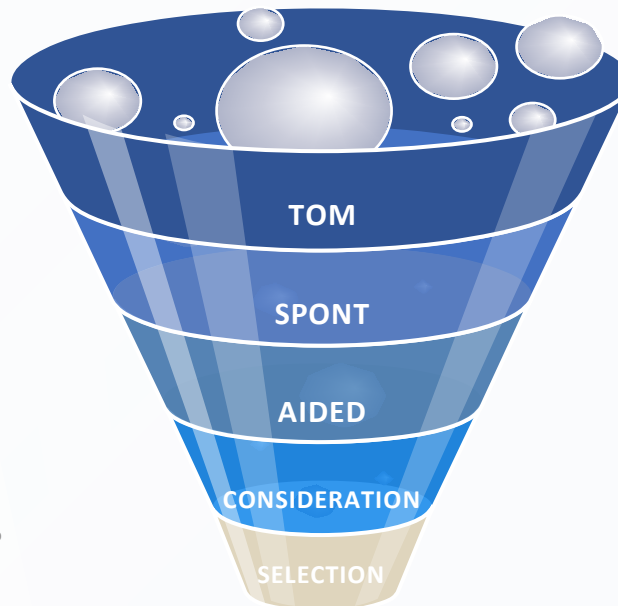
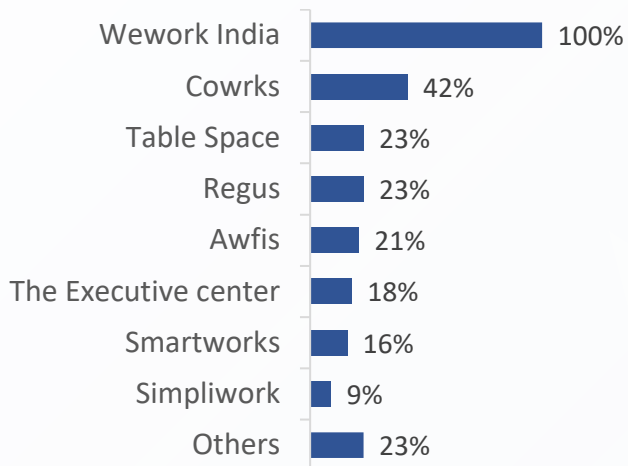
Product/Services	Currently Availing Facilities	Number of Seats	Number of Sites
Enterprise	<b>Physical Office Space</b> is the most commonly availed product, indicating that enterprises prefer dedicated, private office space	80-350	2-4
SMB	Similar to enterprises, <b>Physical Office Space</b> is the dominant product	20-150	1-2
Growing startups	<b>Physical Office Space</b> is the most common choice for startups too	10-50	1-2
Solopreneur/Young startup	<b>Physical Office Space</b> is the most common product for freelancers, although some are opting for <b>Desk</b> or <b>Private Offices</b>	1-5	1

Source: AGR Primary research

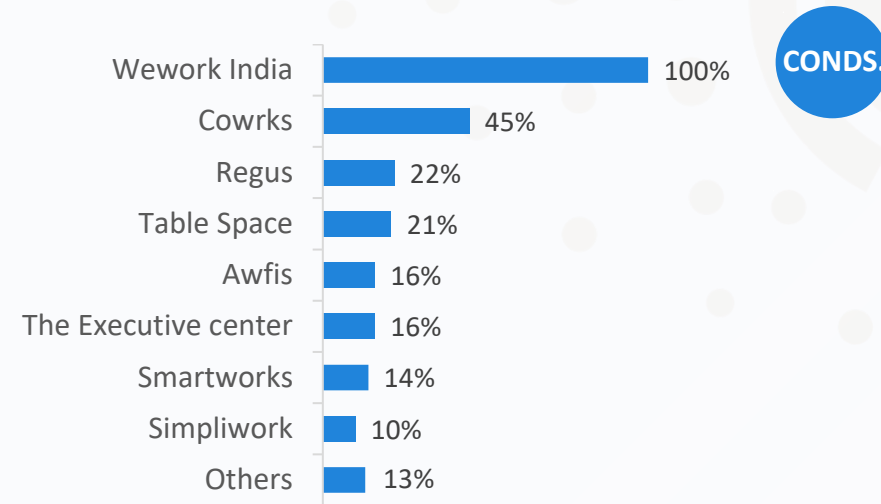
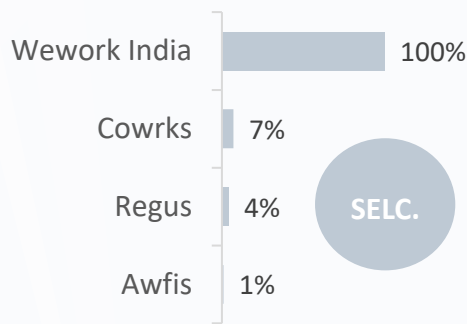
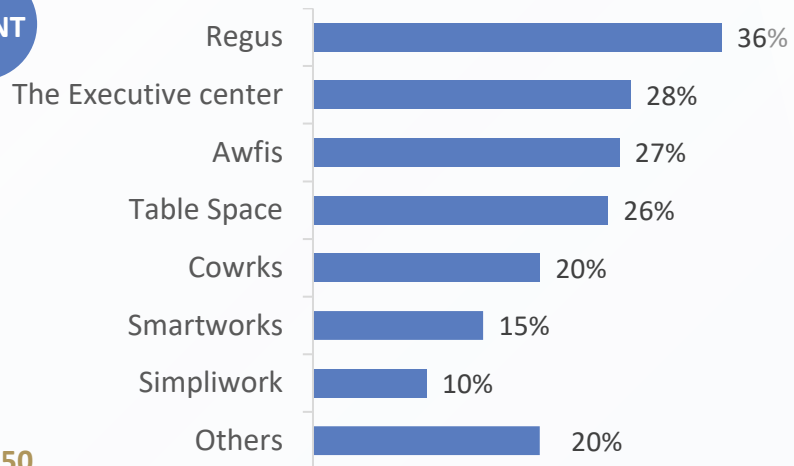
# TOM, SPONT & AIDED AWARENESS

WeWork is leading in TOM awareness and dominating the flexible workspace in Consideration

TOM



SPONT



N= 250  
Source: AGR Primary research

Note: TOM- top of mind recall (all the brands that comes to respondent's mind without any prompt and aid); SPONT- All brands a respondent can recall without being prompted; AIDED- Brands recognized by respondents after being prompted or shown a list

## KEY CONSIDERATION FACTORS FOR FLEXIBLE WORKSPACE PROVIDER...1/2

WeWork India is preferred across segments for its amenities and property locations. SMBs prioritize location; Enterprises value brand reputation and market presence, while startups and freelancers emphasize the sense of community

Factors Importance				
	SMB	Large Enterprises	Startups	Freelancers
Brand Name	✓	✓ ★	✓	✓
Global Relationships	✓	✓	✓	✓
Presence across markets	✓	✓ ★	✓	✓
Property location	★	✓	✓ ★	✓
No. of seats/type of spaces	✓	✓	✓	✓
Flexible usage plans	✓	✓	✓	✓
Price	✓	✓	✓	✓
Amenities	✓ ★	✓ ★	✓ ★	✓ ★
Community	✓	✓	✓ ★	✓ ★

### Key Insights

- SMB- For SMBs, brand name, property locations, Amenities are the top reasons that are working well. SMB also consider community as a low importance whereas large enterprise consider it as medium importance and startups and freelancer consider community as a high importance factor for consideration
- Enterprise- For large enterprises, most factors are deemed critical; however, talent attraction, end-to-end support and value-added services are lower priorities. Large enterprises typically choose WeWork India for its brand reputation, market presence and premium amenities

Source: AGR Primary Research

## KEY CONSIDERATION FACTORS FOR FLEXIBLE WORKSPACE PROVIDER...2/2

WeWork India is highly regarded for its End-to-end support across all segments

### Factors Importance

	SMB	Large Enterprises	Startups	Freelancers
Collaboration opportunity	✓	✓	✓	✓
Talent attraction and retention	✓	✓	✓	✓
Employee engagement	✓	✓	✓	✓
End-to-end support	✓ ★	★ ✓	✓ ★	✓ ★
VAS	✓	✓	✓	✓

### Key Insights

- Pricing is seen as a critical factor for consideration; however, none of the segments identified pricing as the deciding factor, suggesting that despite higher prices, people prefer WeWork India
- For startups and freelancers, the brand name is not as critical compared to enterprises and SMBs. Community, on the other hand, plays an important role for them unlike other segments, indicating that startups and freelancers value community as a way to build their network
- For SMBs, property location, amenities, and end-to-end support worked well; for large enterprises, property location and end-to-end support, global presence and amenities worked well; for startups, property location, amenities, community and end-to-end support worked well; and for freelancers, the sense of community, amenities and end-to-end support worked well

Source: AGR Primary Research

# EMOTIVE TRAITS ASSOCIATED WITH WEWORK INDIA

## Key Emotive attributes are sense of community, premium experience, adaptability, feeling of belonging and Reliability

1

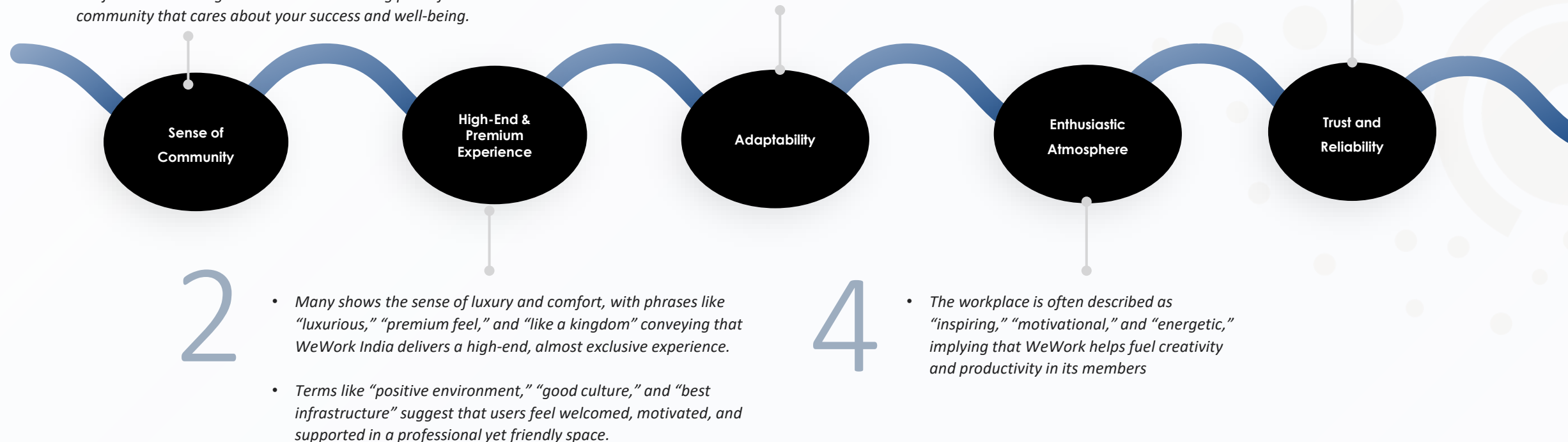
- Emotive words like “community-driven,” “collaborative,” “networking,” and “inclusive” suggest that WeWork India evokes positive feelings related to interaction and relationship-building, particularly for individuals in business or creative sectors..
- WeWork India’s premium service and personalized support make members feel valued and respected. It’s not just about having a desk—it’s about being part of a community that cares about your success and well-being.

3

- From an emotional standpoint, flexibility is highly appreciated—whether it’s access to different locations globally or the freedom to use spaces as needed, respondents mention feeling empowered by the flexibility WeWork offers.
- Comments like “it feels like home,” or “a good space for creativity,” are observed.

5

- Comments like “**dependable workspace**,” “**always consistent**,” and “**reliable infrastructure**” underline the trust users place in WeWork for their daily professional needs.
- Users often say, “WeWork delivers on its promises,” reinforcing trust in the brand’s reliability.



Source: AGR Primary Research

# FUNCTIONAL TRAITS ASSOCIATION WITH WEWORK INDIA

## Key Functional attributes are infrastructure & amenities, collaborative environment, professionalism, global presence and flexibility

1

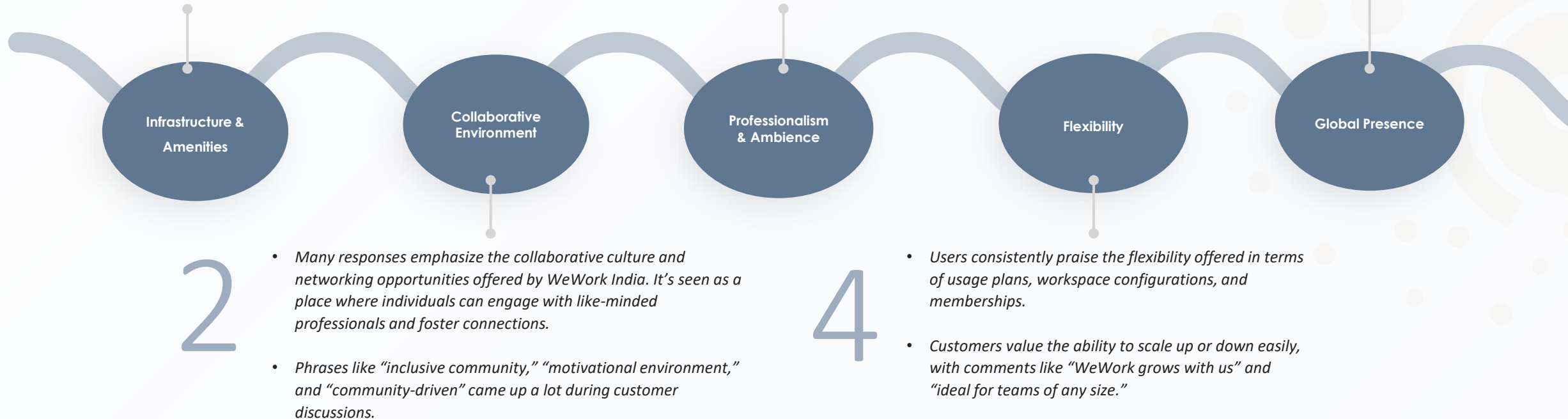
- Words like “modern design,” “stylish,” “well-maintained,” “premium amenities,” and “state-of-the-art” highlight that WeWork India is recognized for providing top-tier infrastructure.
- Several mentions of customer support and technical problem resolution suggest that WeWork India is appreciated for being responsive and functional, with issues being resolved promptly.

3

- Terms like “premium services,” “clean,” “comfortable,” “up-market,” and “professional” are observed a lot that suggest that WeWork India is considered as a high-end workspace .
- We also observed words like “trendy”, “innovative workspace” which suggest that customers like WeWork India’s aesthetic, modern, and engaging workspace that goes beyond basic functionality.

5

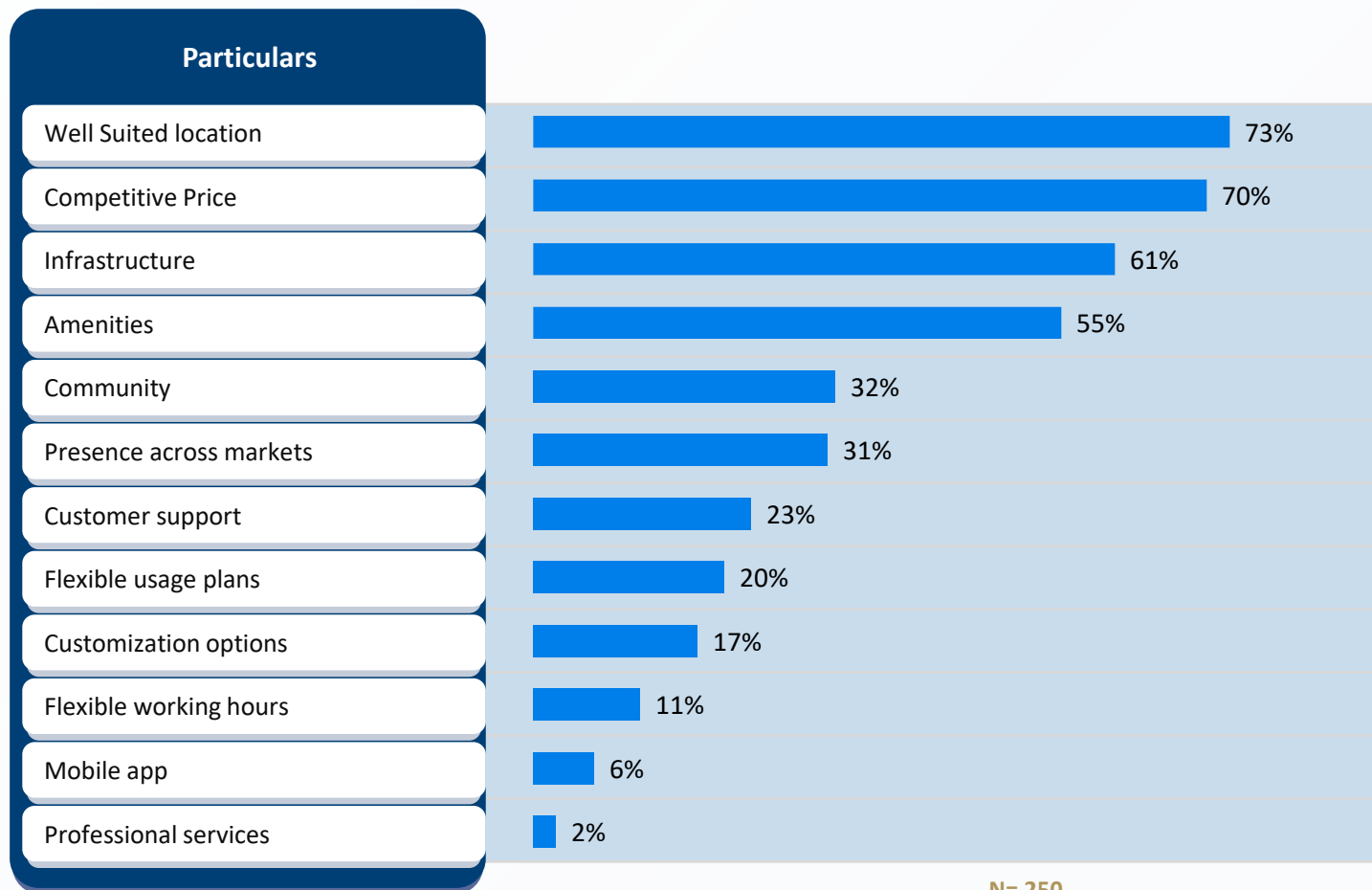
- Respondents appreciate the global accessibility and the ability to work across locations. This is highlighted as a key advantage over other coworking spaces.



Source: AGR Primary Research

# KEY EXPECTATIONS FROM FLEXIBLE WORKSPACE PROVIDER

Well suited location, infrastructure, competitive pricing and amenities are the topmost expectation customers have from their flexible workspace provider



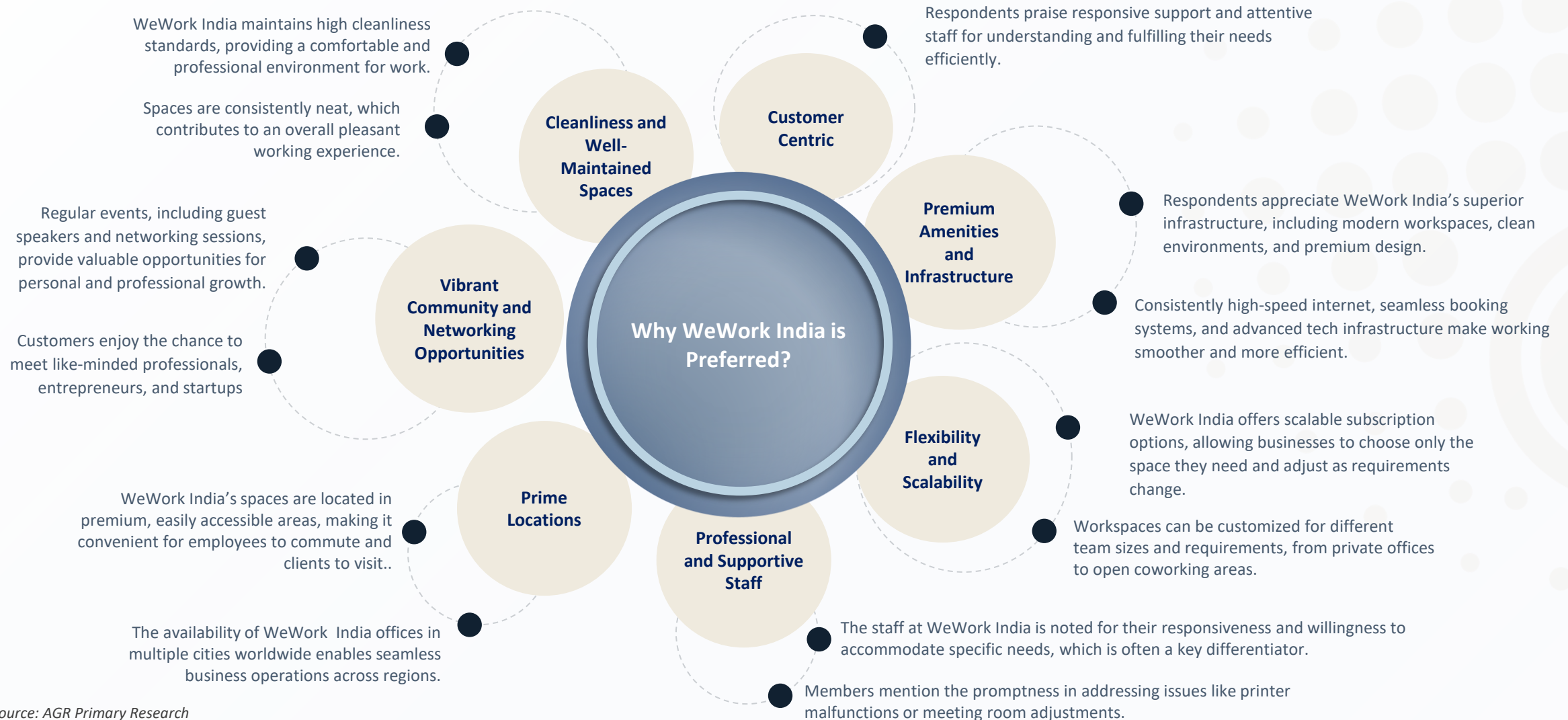
## Key Insights

- The top priority for most users is a well-suited location followed closely by competitive pricing. This suggests that premium and convenient locations are the most critical factors when choosing a workspace
- A majority of the respondents value good infrastructure and amenities, highlighting the importance of comfortable work environment
- With few respondents indicates its importance, customer support is somewhat important
- The presence of a mobile app and professional services (like legal, advisory etc.) are seen as the least essential features
- A set of respondents appreciate community-related activities, indicating a subset of users looks for networking or social opportunities
- Other notable expectations-Some respondents highlighted personalized workspaces, wellness programs, sustainability initiatives, or specialized facilities like childcare or pet-friendly options, reflecting diverse and evolving user expectations

Source: AGR Primary Research

# WHY WEWORK INDIA IS PREFERRED

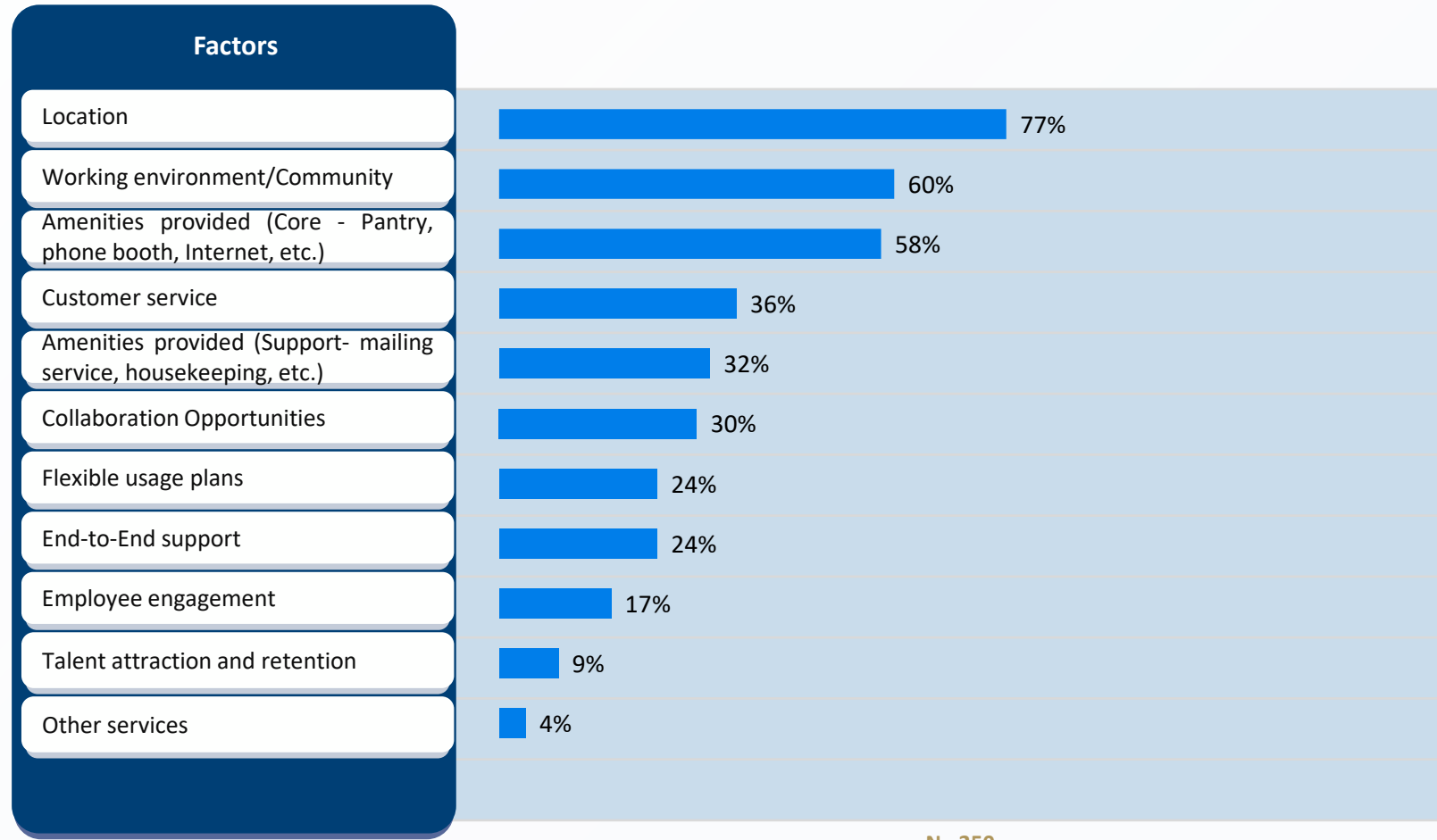
In our observations, customers prefer WeWork India for its high-quality amenities, flexible plans, prime locations, supportive staff



Source: AGR Primary Research

# TOP FACTORS MAKING WEWORK INDIA'S EXPERIENCE GOOD

Location, good environment, core amenities, a good community, and strong customer service are key factors for a positive WeWork experience, while specialized services are less important



Source: AGR Primary Research

### Key Insights

- Location is the top factor making experience good followed by working environment
- Basic facilities like a pantry, phone booths, and reliable internet are the valued aspects, making them key to a positive experience
- A good working environment/community is valued by many respondents, highlighting its importance for a positive workspace experience
- Customer Service and amenities providers (support): Both are somewhat important and noted as key factors contributing to a positive experience
- End-to-End Support and Collaboration Opportunities: These are somewhat important but don't stand out as top factors
- Employee Engagement is seen as less critical, with fewer people mentioning it as a main factor
- Professional services rank the lowest, indicating they are not essential for most users

# WEWORK INDIA IMPACTS ON TALENT ACQUISITION AND RETENTION

WeWork India's infrastructure and environment has proven to be important for talent retention through Flexible Spaces, Collaborative Environments, and Employee Well-being

## Infrastructure and Workspace Design:

WeWork India provides high-quality infrastructure, including private desks, meeting rooms, and a comfortable work environment. These elements contribute to employee satisfaction and likely support talent retention.

## Collaboration in open areas:

The open areas encourage spontaneous interactions and idea-sharing among employees. This fosters a sense of community and teamwork, which helps keep employees engaged and can improve retention by making them feel more connected to their workplace.

## Dedicated Community Team

WeWork India's community team organizes events and activities that promote networking and work-life balance. These efforts can increase employee satisfaction, which in turn contributes to retention by making the workplace more enjoyable.

## Workspace Flexibility

The ability to use multiple WeWork India locations gives employees flexibility, allowing them to switch between spaces for a change of environment. This flexibility contributes to overall satisfaction and helps retain employees who value variety and convenience.

## Employee Satisfaction

Employees enjoy the peaceful environment and feel comfortable working at WeWork India. This kind of environment helps boost employee morale, which is crucial for retaining talent.

## Enhanced Work-Life Balance

WeWork India offers a range of amenities like gyms, recreational spaces, and organized cultural events which is important for employee satisfaction and retention. Employees who feel that their well-being is supported are more likely to stay with the company long term.

Source: AGR Primary Research

## WEWORK INDIA POSITIONING WITHIN CUSTOMERS...1/2

WeWork India is the market leader and pioneer in the flexible workspace sector, setting benchmarks for the industry. As a category-defining and aspirational brand, WeWork continues to shape the future of work in India



- Unlike many competitors, WeWork India strategically selects office locations in **high-end, business-centric areas, ensuring accessibility, visibility, and prestige for its clients.**
- The offices are well-designed with modern infrastructure, which creates a **comfortable and professional environment.**
- WeWork India goes beyond standard offerings by providing highly customizable office solutions that allow businesses to design their spaces to match their **unique culture, size, and operational needs.**
- WeWork India places a strong emphasis on **sustainable office practices, integrating eco-friendly designs, energy-efficient solutions,** and waste-reduction efforts in their office spaces, aligning with the values of businesses that prioritize environmental responsibility.

“WeWork India stands out for its cutting-edge designs and tech-enabled workspaces that cater to modern professionals' needs.”

-Large Enterprise, Bangalore

“Its ability to foster a vibrant community and offer unmatched networking opportunities makes WeWork India a preferred choice

-Startups, Delhi

“WeWork India's flexible membership plans and customizable workspaces make it ideal for businesses of all sizes.”

-SMB, Hyderabad

Source: AGR Primary Research

## WEWORK INDIA POSITIONING WITHIN CUSTOMERS...2/2

Customers are paying a premium for WeWork India due to its vibrant environment, professionalism, premium amenities, good community and networking opportunities

### WHY PAYING



for  
**wework**

- WeWork's top-notch services and attention to detail in workspace upkeep **provide peace of mind, knowing that everything will run smoothly** and any issues will be promptly addressed.
- The level of service provided by WeWork, **including 24/7 support, dedicated staff, and quick resolution of issues, offers peace of mind.** Clients don't have to worry about maintenance or logistical problems, making it a stress-free option.
- WeWork offers **flexible leasing and customizable office spaces that align with evolving business needs.** This adaptability allows companies to scale up or down without the long-term commitments of traditional office leases, making it worth the premium.
- The carefully curated work environment at WeWork **promotes employee well-being, satisfaction, and productivity.** The focus on **comfort, design, and atmosphere** makes it an appealing choice for businesses aiming for **high performance.**

"WeWork India offers premium amenities and services that go beyond just a workspace, creating a truly elevated experience."

-Large Enterprise, Delhi

"The vibrant community and networking events at WeWork India add immense value, justifying the premium cost."

-Startups, Pune

"Its strategically located offices in prime business hubs make it a convenient and prestigious choice for professionals."

-SMB, Mumbai

Source: AGR Primary Research

# VOICE OF CUSTOMERS...1/2

## Amenities and Infrastructure

“ *The flexibility, top-tier infrastructure, and superior service position WeWork as a leader in coworking spaces.* ”  
 –SMB, Bangalore

“ *The collaborative spaces and lounge areas are perfect for networking and casual discussions, enhancing the work experience.* ”  
 - Startups, Mumbai

“ *WeWork’s global presence enables our company to establish offices in multiple cities or countries with a consistent workspace experience.* ”  
 - Enterprises, Bangalore

## Community and Collaboration

“ *WeWork's collaborative environment and modern design are what I love most.* ”  
 - SMB, Hyderabad

“ *The engaging community and sleek design are WeWork's standout features.* ”  
 - Start-ups, Bangalore

“ *I enjoy the collaborative vibe and aesthetic design at WeWork.* ”  
 -SMB, Delhi NCR

## Premium Offerings

“ *WeWork's premium spaces and consistent quality delivery are remarkable.* ”  
 - SMB, Bangalore

“ *WeWork's premium spaces truly reflect professionalism and sophistication, making it ideal for client meetings.* ”  
 - Enterprise, Chennai

“ *WeWork offers premium facilities like high-speed internet, fully equipped meeting rooms, stocked pantries, wellness zones, and fitness centres.* ”  
 - Enterprises, Mumbai

## VOICE OF CUSTOMERS...2/2

### Premium Locations

“ WeWork’s offices are in prime areas, making it easy to meet clients and partners.  
–Enterprise, Bangalore ”

“ WeWork has many locations, so we can expand or move easily when needed.  
–SMB, Mumbai ”

### Brand Reputation

“ WeWork’s strong name helps us attract good clients and employees.  
– SMB, Chennai ”

“ Their reputation for quality and professionalism improves how people see our business.  
– SMB, Bangalore ”

### Customer Support

“ WeWork’s support team is always quick to respond and resolve issues efficiently.  
– Freelancer, Bangalore ”

“ The staff is friendly and approachable, making it easy to get help whenever needed.  
– SMB, Mumbai ”

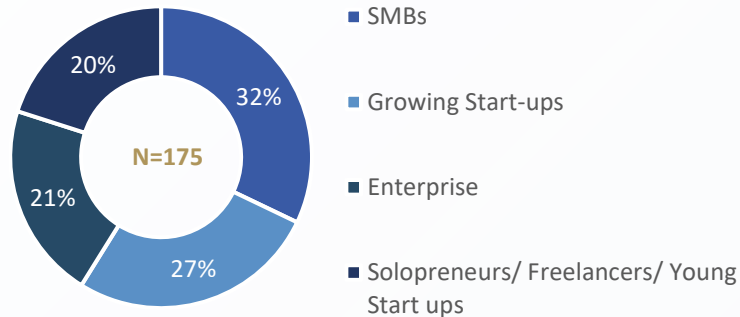
A dimly lit office environment with several people working at desks. The scene is viewed through a dark overlay. In the foreground, a woman with long dark hair is focused on her laptop. Behind her, other employees are visible, some looking at their screens and others in conversation. The office has large windows on the left, and the overall atmosphere is professional and busy.

# COMPETITOR-CUSTOMERS ANALYSIS

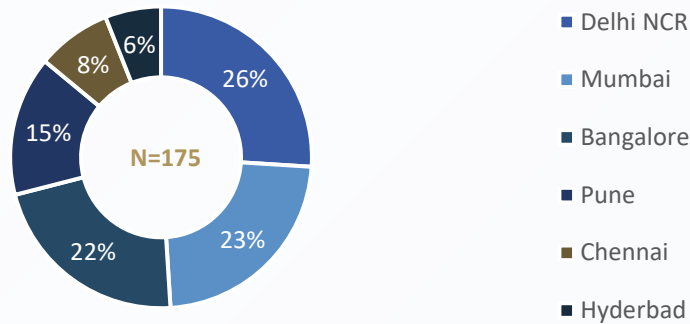
# COMPETITOR CUSTOMERS DEMOGRAPHIC

AGR conducted 175 semi-structured survey across different industries, audience type and segments

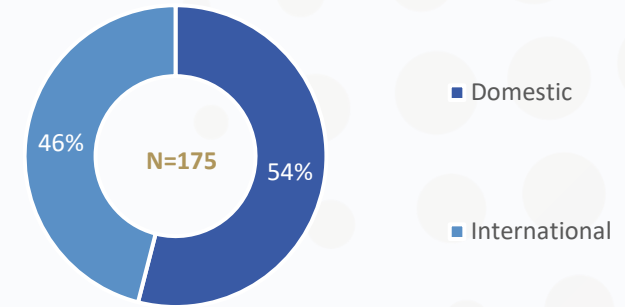
## Segment-wise breakdown



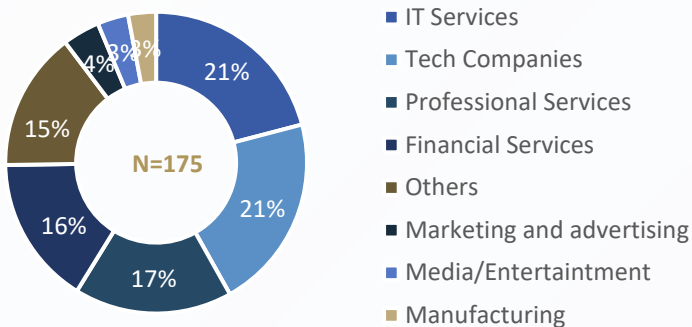
## Location-wise breakdown



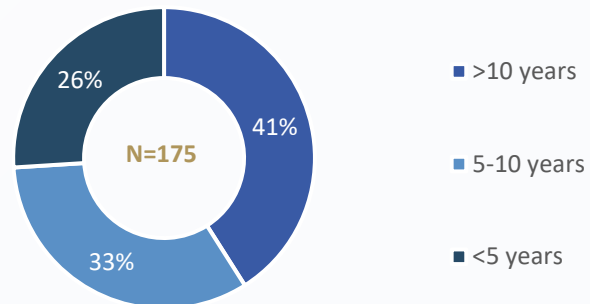
## Company origin breakdown



## Sector-wise breakdown



## Operational years-wise breakdown



## Key Takeaway

- A significant portion of respondents are based in **Mumbai and Delhi NCR** with a minority audience coming from **Hyderabad and Chennai**
- The main industries among competitor customers are **IT services and technology**
- The lower response rates from industries like **Manufacturing and Media/Entertainment** may suggest untapped potential for flexible workspaces to expand into these areas

Source: AGR Primary research

## SERVICES BEING AVAILED BY COMPETITOR CUSTOMERS

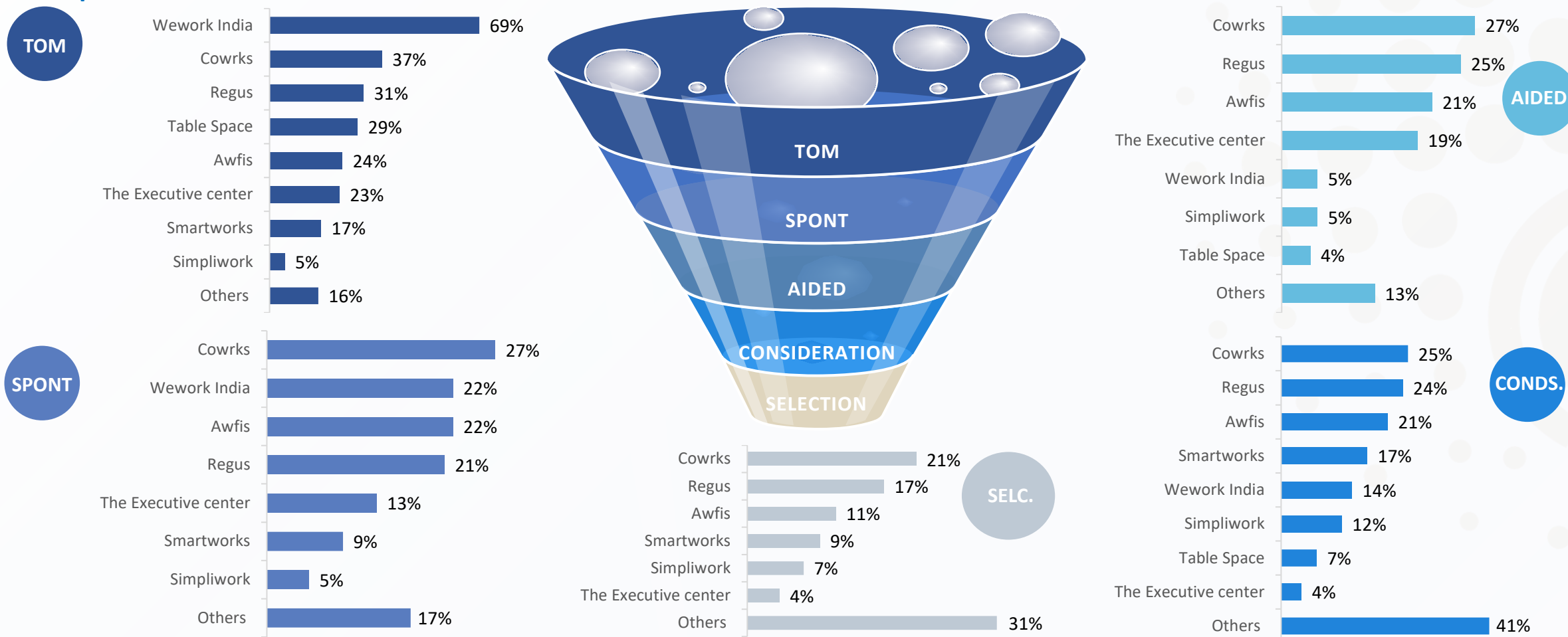
Product/Services	Currently Availing Facilities	Number of Seats	Number of Sites
<b>Enterprise</b>	Enterprises need large amounts of Physical Office Space, along with Meeting Rooms and Conference Rooms. Some need Indoor Games or other communal areas in addition.	100 to 400	2-3
<b>SMB</b>	SMBs usually require Physical Office Space and Meeting Rooms. Some also need Private Offices for their teams, and occasionally Open Spaces for flexibility.	20-100	1-2
<b>Growing startups</b>	Startups typically use Physical Office Space. May also need Private Offices or Open Spaces depending on their flexibility.	5-40	1-2
<b>Solopreneur/Young startup/freelancers</b>	Freelancers mostly opt for Physical Office Space, Desks, or Open Spaces. Some may choose smaller Private Offices for quiet work environments.	1-10	1

Note: Most common no. of seats observed for freelancers is 1-2

Source: AGR Primary Research

# TOM, SPONT & AIDED Awareness

WeWork India emerges as the leading brand for TOM awareness. However, due to the higher price it is not in CONSIDERATION as the top choice of non-customers



N= 175  
Source: AGR Primary Research

- Note:**
- TOM- The first brand that comes to a respondent's mind; SPONT- All brands a respondent can recall without being prompted; AIDED- Brands recognized by respondents after being prompted or shown a list.
  - Some other selected brands include 91springboard, Bhive, Incube, etc.

## KEY CONSIDERATION FACTORS FOR FLEXIBLE WORKSPACE...1/2

SMBs, startups, freelancers, and enterprises all value price, location, and amenities. However, large enterprises place additional importance on flexible usage plans and market presence, while startups prioritize building a strong community

Factors Importance				
	SMB	Large Enterprises	Startups	Freelancers
Brand Name	✓	✓	✓	✓
Global Relationships	✓	✓	✓	✓
Presence across markets	✓	✓ ★	✓	✓
Property location	✓ ★	✓ ★	✓ ★	✓
No. of seats/type of spaces	✓	✓	✓	✓
Flexible usage plans	✓	✓	✓	✓
Price	✓ ★	✓	✓ ★	✓ ★
Amenities	✓ ★	✓ ★	✓ ★	✓ ★
Community	✓	✓	✓	✓

### Key Insights

- SMB- Pricing, amenities, property location has been observed as the high importance factors for SMB. This high importance reflects in other industries too. Presence across markets seems to be of medium importance whereas it plays high importance in enterprise and low importance within startup and freelancer segment
- For large enterprises, flexible usage plan is observed to be of the top importance whereas this seems to be a medium importance for other segments. In addition to that, presence across market also seems to be of high importance whereas it plays minor importance in startups and freelancer and medium importance in the SMB segment

Source: AGR Primary Research

## KEY CONSIDERATION FACTORS FOR FLEXIBLE WORKSPACE...2/2

### VAS and End-to-end support are most important factors for freelancers

Factors Importance				
	SMB	Large Enterprises	Startups	Freelancers
Collaboration opportunity	✓	✓	✓	✓
Talent attraction and retention	✓	✓	✓	✓
Employee engagement	✓	✓	✓	✓
End-to-end support	✓	✓	✓	✓ ★
VAS	✓	✓	✓	✓

### Key Insights

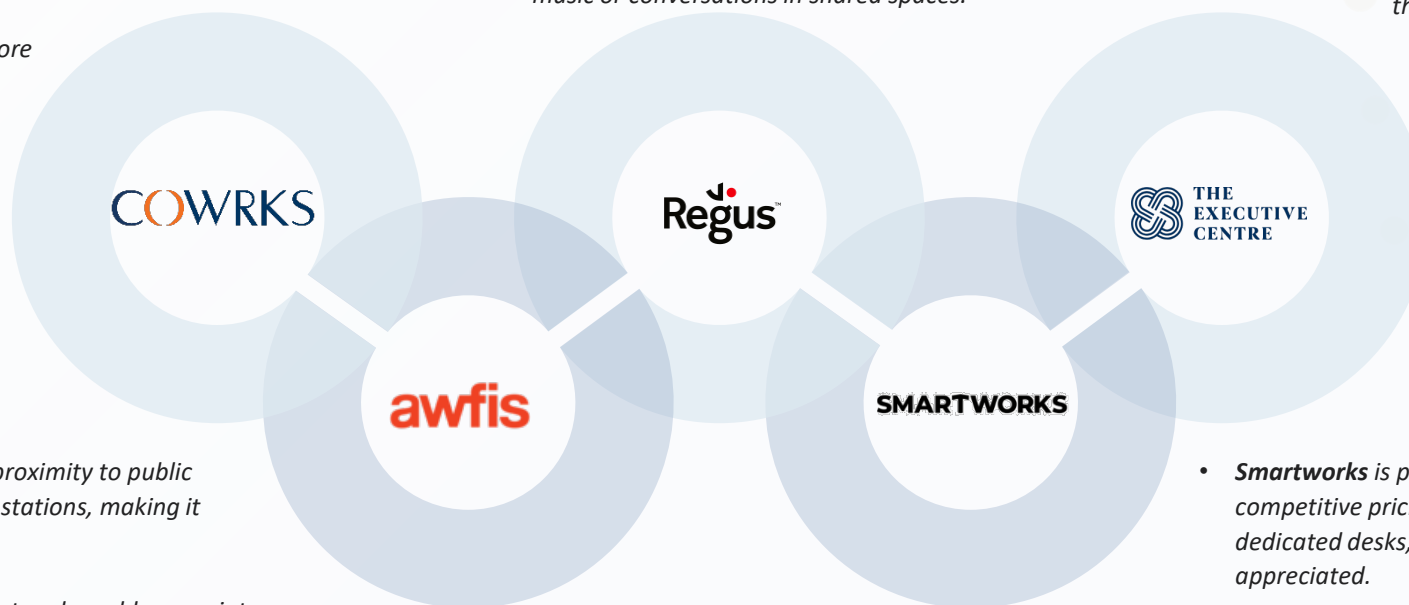
- Startup and freelancer sees community as a high importance for consideration while community plays important but not so crucial role for enterprise, SMBs. For startup, Brand Name and Global relationship seems to be the important but not too critical factor, however in freelancer, these are observed to be of very low importance
- Property location, price and amenities has been observed as the top consideration factor across all segments

Source: AGR Primary Research

# COMPETITOR CUSTOMERS PERCEPTION FOR THEIR CURRENT PROVIDER

## Customer praises other coworking brands for different reasons: CoWorks in affordability, Regus in professionalism, Awfis in accessibility, The Executive Centre in service, and Smartworks in maintenance and pricing

- Many respondents appreciate **CoWorks** for its reasonable pricing and its convenient locations in key economic hubs, making it a great option for businesses and individuals who need proximity to major areas of activity.
- People generally like the amenities offered, although some wish for more spacious or quieter areas.
- **Regus** is frequently mentioned for its polished, professional environment, offering a calm and quiet space ideal for productivity.
- A few respondents noted that while the spaces themselves are generally quiet, the common areas can sometimes be noisy, especially due to music or conversations in shared spaces.
- **TEC** quality of service and IT support is a key selling point for users, with many praising the team for their quick response time and great support.
- There are fewer opportunities for informal networking across different industries, as the clientele is more corporate-focused.

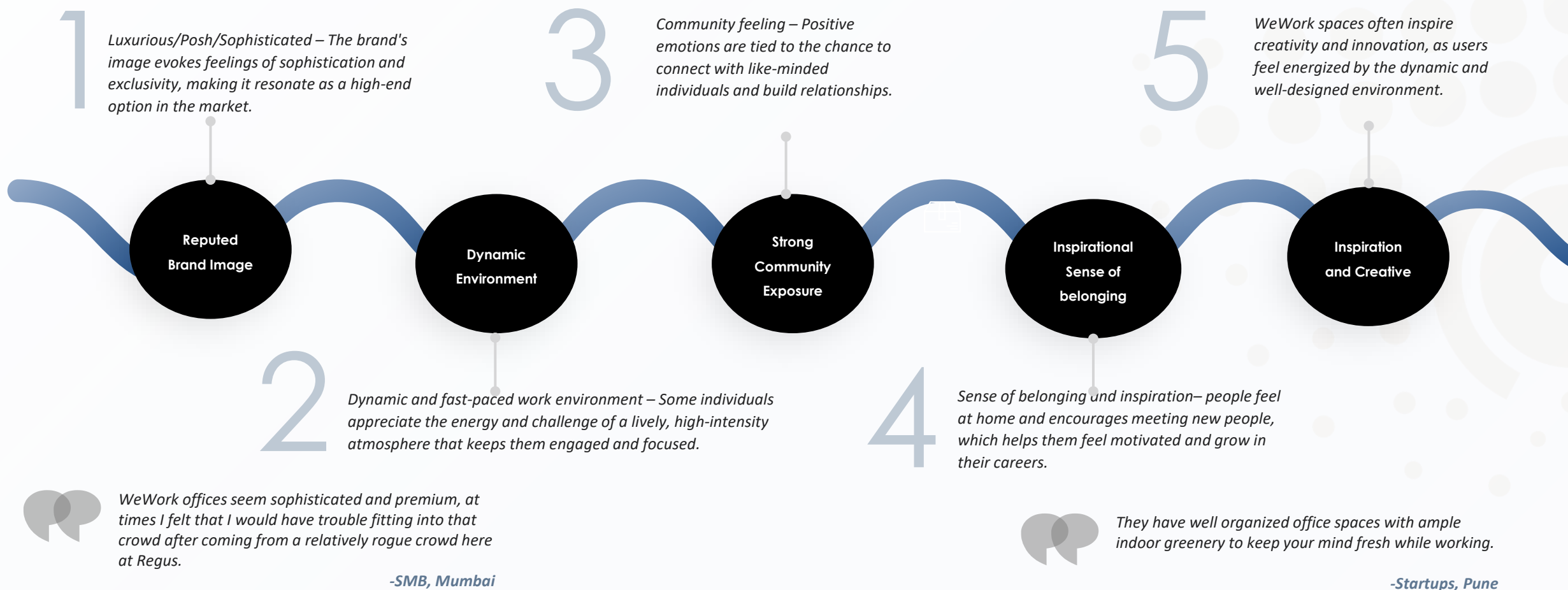


- **Awfis** is frequently praised for its proximity to public transportation, particularly metro stations, making it convenient for daily commuting.
- Some users find the spaces compact and would appreciate more room. However, the affordable pricing is seen as a trade-off for this.
- **Smartworks** is praised for its well-maintained spaces and competitive pricing. The amenities (clean common spaces, dedicated desks, and coffee machines) are generally appreciated.
- Some respondents have noted challenges with access to transportation areas and occasional building maintenance issues.

Source: AGR Primary Research

# EMOTIVE TRAITS ASSOCIATED WITH WEWORK INDIA...1/2

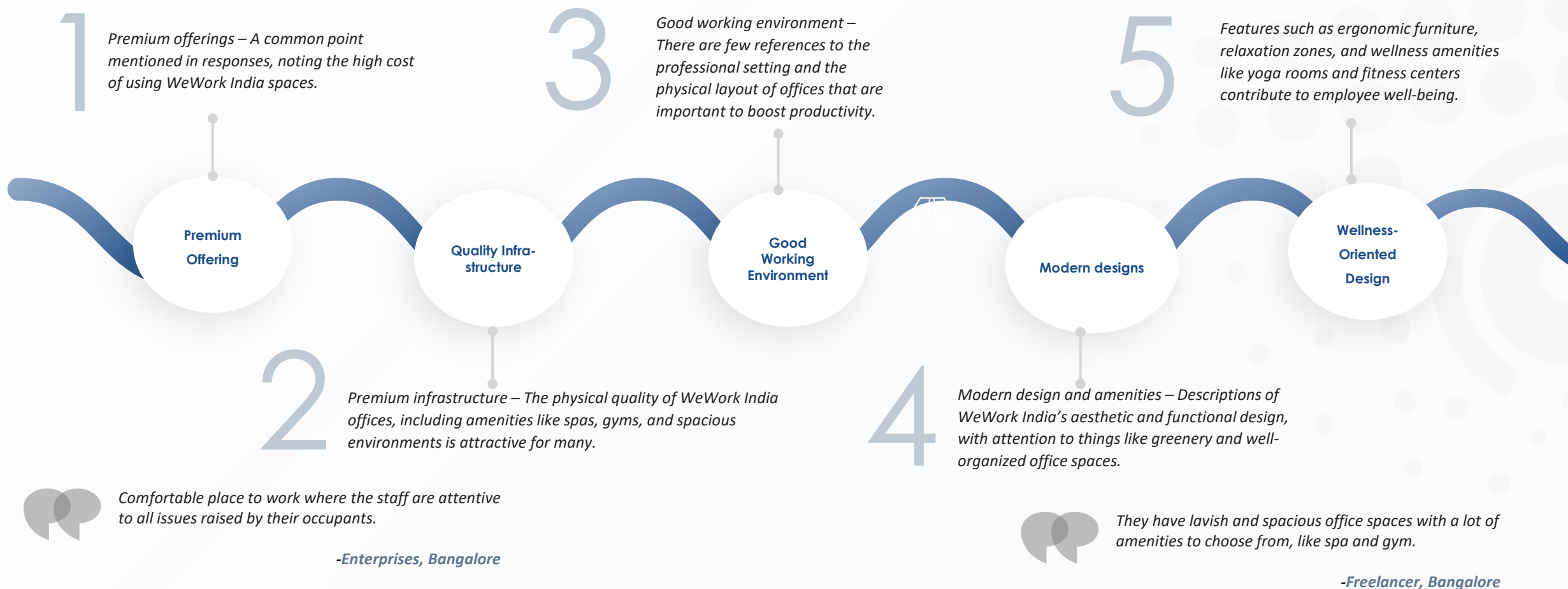
Key Emotive attributes brand image, dynamic environment, strong community exposure, inspirational sense of belonging and creativity



Source: AGR Primary Research

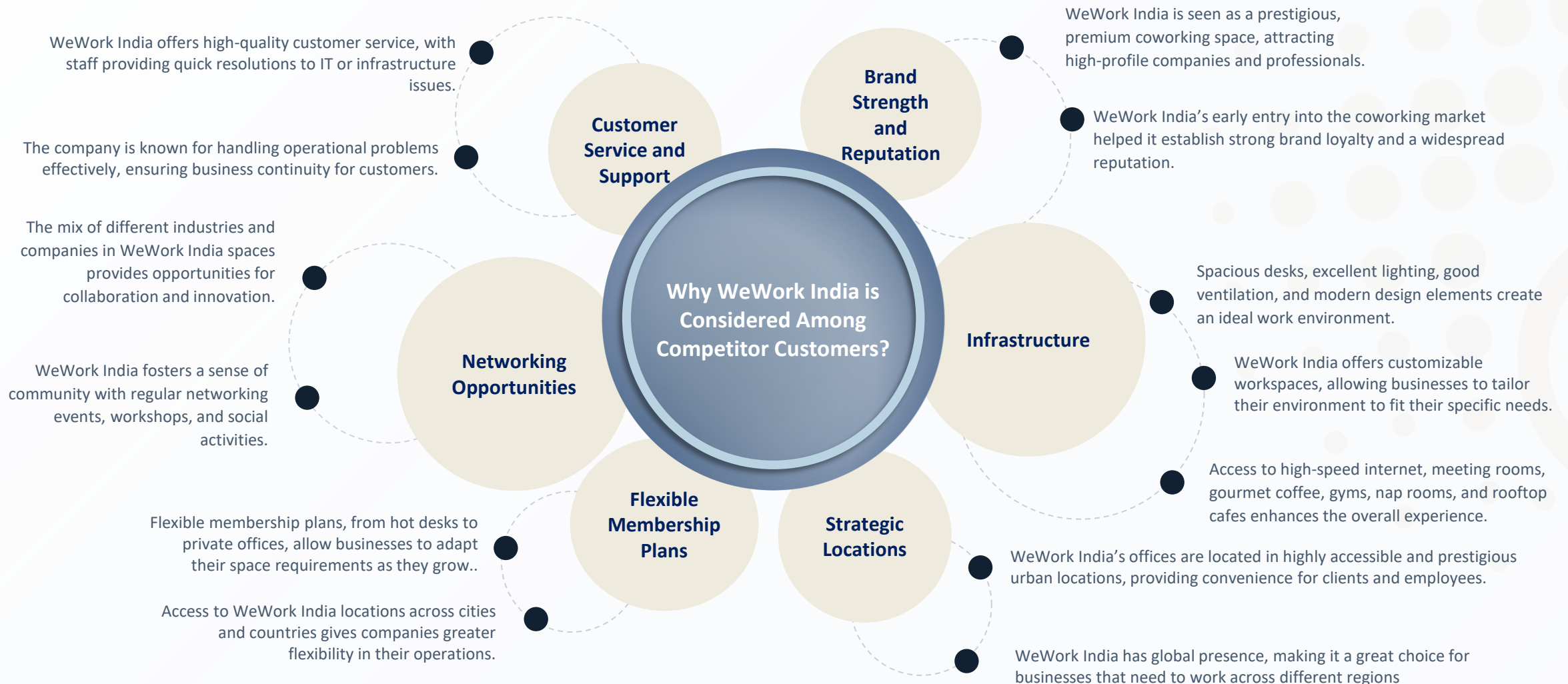
## FUNCTIONAL TRAITS ASSOCIATED WITH WEWORK INDIA...2/2

Key Functional attributes are premium offering, quality infrastructure, environment, modern design and wellness-oriented design



Source: AGR Primary Research

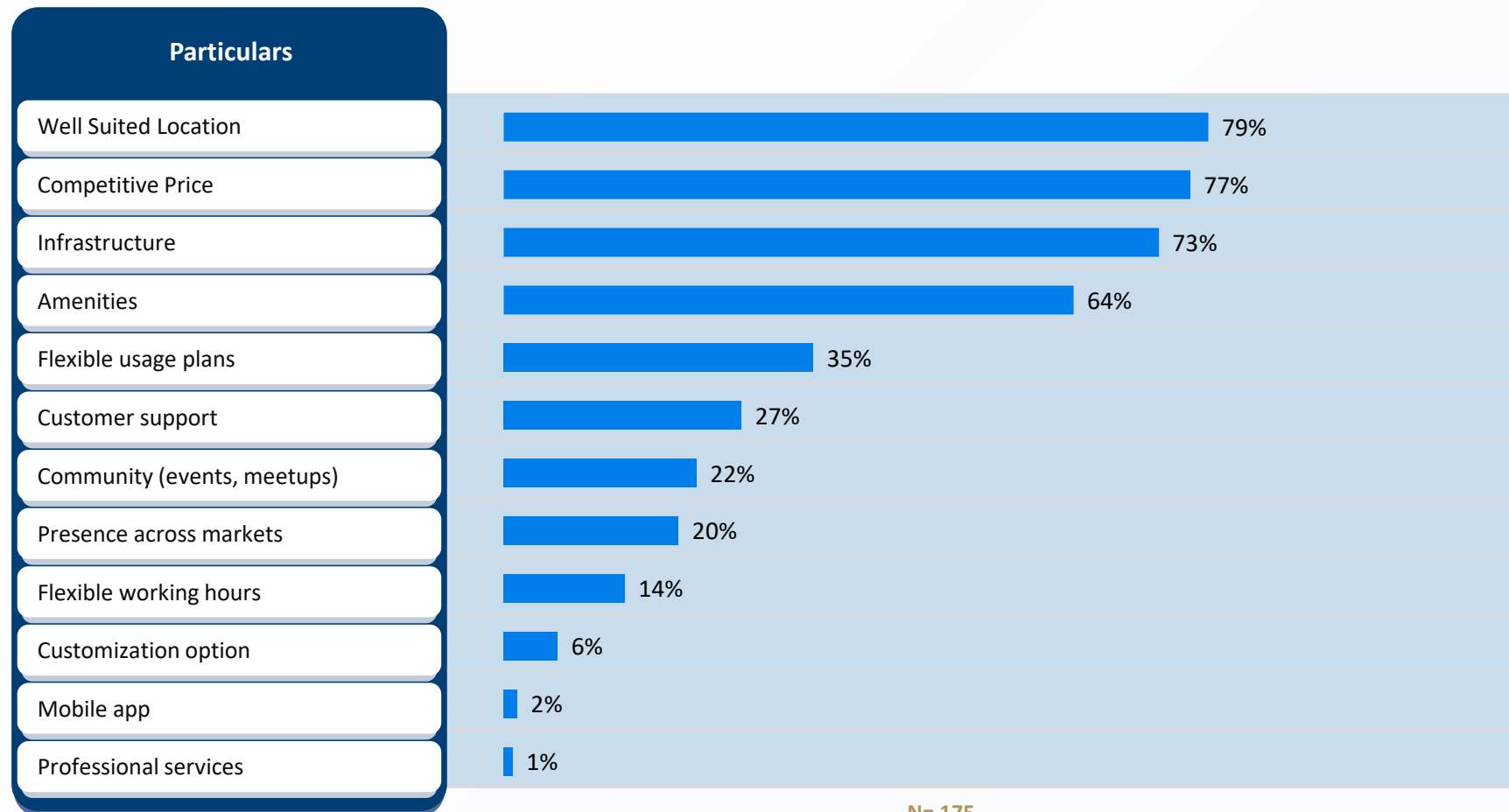
# WHY WEWORK INDIA IS CONSIDERED AMONG COMPETITOR CUSTOMERS



Source: AGR Primary Research

# KEY EXPECTATIONS FOR FLEXIBLE WORKSPACE

Key expectations for an ideal flexible workspace include well-suited location, good infrastructure, reasonable pricing, a well-maintained canteen and 24/7 security



## Key Insights

- Well suited location and competitive price are the most critical factor, with majority of respondents prioritizing it when choosing a flexible workspace
- Quality infrastructure and comprehensive amenities are essential, showing that well-equipped and comfortable work environments are highly valued
- A small portion of respondents value community features like events and meetups, indicating interest in networking and social connections within workspaces
- Professional services is observed to be the least expected services by competitor customers. Some of PS include legal services, wellness offerings, administrative task, etc.

Source: AGR Primary Research

## REASONS FOR NOT CONSIDERING WEWORK INDIA

The key reasons for not considering WeWork India include high costs and limited locations in tier 2 cities

### Premium product



WeWork India is perceived as a premium product and is more expensive compared to competitor offerings similar amenities

### Limited Options In Tier-2 Cities



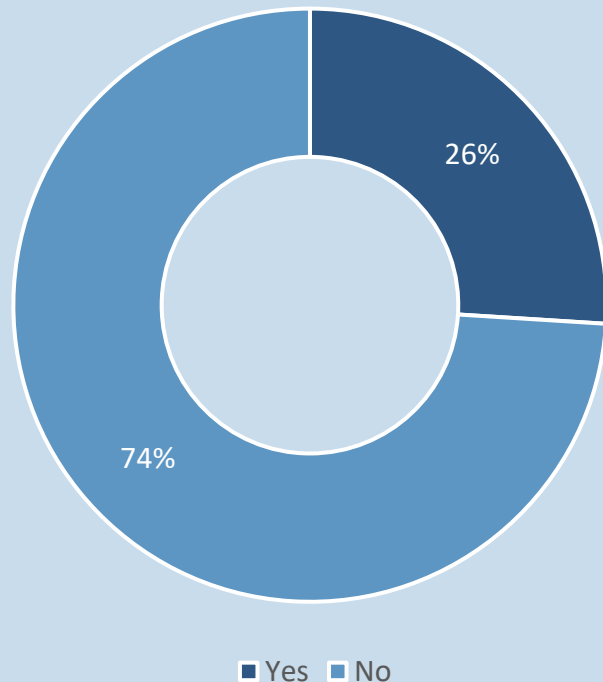
WeWork don't have locations in Tier-2 or emerging cities and due to this factor, non-customers are opting for other flexible co-working spaces

Source: AGR Primary Research

# WILLINGNESS TO PAY PREMIUM

The premium cost of WeWork India is justified by its prime locations, flexible workspaces, top-notch amenities, and vibrant community engagement, which add significant value for users

## COMPETITOR CUSTOMERS WILLINGNESS TO PAY PREMIUM FOR WEWORK INDIA



## REASON BEHIND WILLINGNESS TO PAY A PREMIUM FOR WEWORK INDIA

- Many respondents value WeWork's **central locations**, offering easy access and saving commute time.
- **Spacious, well-designed offices** and modern amenities are seen as key reasons to pay more.
- Community events and **inter-corporate networking** are viewed as valuable for business growth.
- The availability of **flexible office spaces** and meeting rooms makes WeWork India appealing for businesses with varying needs.
- **High-speed internet**, recreational areas, and comfortable workspaces make the extra cost worthwhile for some.
- Many users value WeWork's **clean and well-maintained spaces**, which create a professional and inviting work environment.

## FACTOR WOULD JUSTIFY THE COST TO PAY PREMIUM FOR WEWORK INDIA

- The **prime location** is a major factor, offering convenience and visibility.
- **Dedicated meeting rooms** and **private offices** are very important and justify the premium.
- **Networking events** and a strong **community** make the higher cost more acceptable.
- The availability of **quiet spaces** and **private desks** is appreciated.
- **Work Environment:** A **comfortable, spacious** work environment with **premium furnishings** is valued and justifies the cost.
- Startups view access to **value-added services** as a key factor that justifies paying a premium
- On-site support teams ensure **quick resolution** justifies willingness to pay premium.

Source: AGR Primary Research

# KEY DIFFERENTIATING FACTORS AND WILLINGNESS TO SWITCH

Key differentiators and willingness to switch to WeWork India highlight its strong brand, premium amenities, and tailored offerings for SMBs, enterprises, startups, and freelancers based on their unique workspace needs

## Key differentiating factors for WeWork India

### Strong Brand Recognition

WeWork India is a well-known and aspirational brand with a loyal customer base, particularly in major cities like Bengaluru and Delhi NCR.

### Customer Service

Responsive and personalized customer support that enhances the user experience.

### Global Presence

WeWork India offers access to a vast network of offices worldwide, beneficial for companies with international operations.

### Innovative Workspace

Innovative workspaces offer flexible designs, modern amenities include open areas, creating designs that attracts users.

### Premium Amenities

Facilities like high-speed internet, recreational zones, comfortable furniture, and on-site support staff add significant value to the workspace.



Great Networking opportunities because WeWork usually lends out its office spaces to companies which are pretty well established in the market.

*SMB, Hyderabad*

## Willingness to switch to WeWork India

### For SMB

44%

### For Large Enterprise

22%

### For Startups

21%

### For Freelancer

13%



If WeWork dropped their price and had more affordable options for growing companies, then I might switch.

*Startups, Chennai*

Source: AGR Primary Research

Note: % indicates the breakdown of segments among total respondents willing to switch, showing how many of them are SMBs, Large Enterprises, Startups, and Freelancers

# VOICE OF COMPETITOR CUSTOMERS...1/2

## Amenities

“ I've heard that WeWork offers excellent amenities, like modern workspaces and comfortable setups.  
—Freelancer, Bangalore ”

“ The facilities at WeWork are said to be top-notch, making it a great place to work.  
—SMB, Pune ”

## Brand Reputation

“ WeWork is well-known for its strong brand and professional environment.  
— SMB, Delhi NCR ”

“ The WeWork name is associated with quality and innovation, which many admire.  
— Enterprise, Delhi NCR ”

## Community

“ WeWork is known for its vibrant community and opportunities to network with other professionals  
—SMB, Delhi NCR ”

“ One of friend uses WeWork and he talk about the great events and collaborations happening at WeWork spaces showing they have great community  
— Enterprise, Hyderabad ”

## VOICE OF COMPETITOR CUSTOMERS...2/2

### Premium Offerings

“ WeWork has premium office spaces that feel modern and professional.  
—SMB, Bangalore ”

“ I’ve heard their premium offerings include private offices and well-equipped meeting rooms, which are great for client interactions.  
— Startups, Mumbai ”

### Locations

“ They have offices in Prime location which is one of the biggest advantage they have.  
—Freelancer, Mumbai ”

“ WeWork’s central locations save a lot of commute time for employees.  
— Enterprise, Chennai ”

### Professional Environment

“ WeWork caters to a lot of reputed global companies so I am sure the environment would be really great.  
—Startups, Delhi NCR ”

“ They have great professional working environment with top-notch amenities.  
—SMB, Hyderabad ”

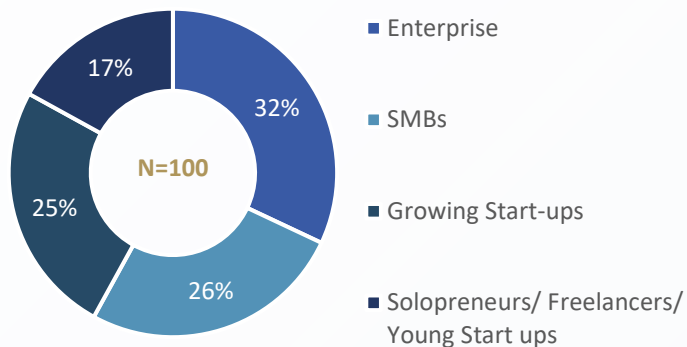


**NON-USERS ANALYSIS**

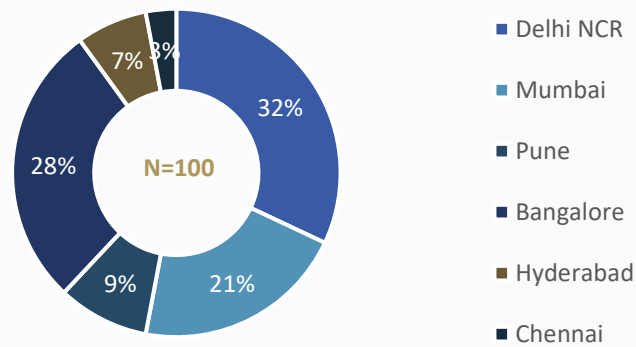
# NON-USER DEMOGRAPHIC

AGR conducted 100 semi-structured survey across different industries, audience type and segments

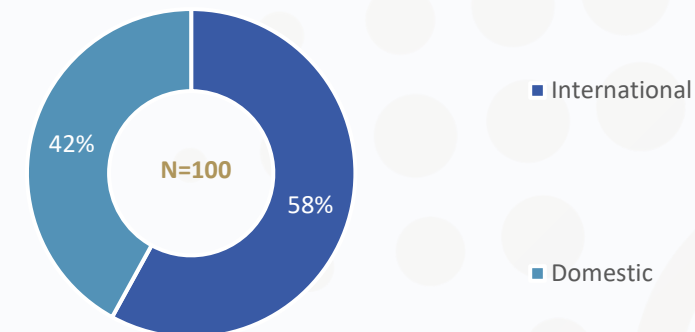
### Respondent profile by Segment



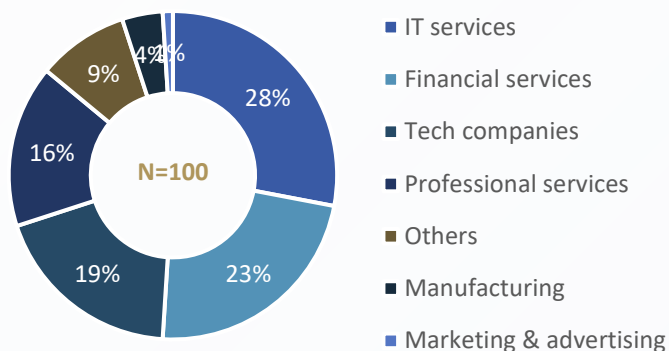
### Respondent profile by Location



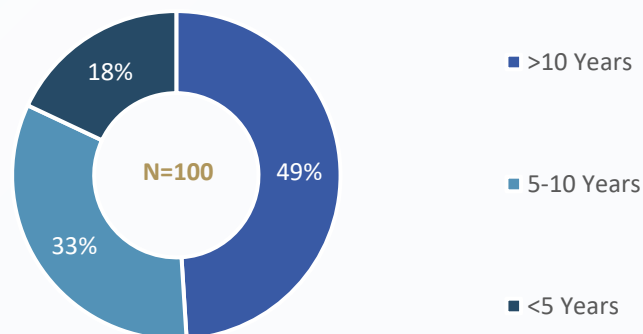
### Respondent profile by Domestic/International



### Respondent profile by Sector



### Respondent profile by Operational Years



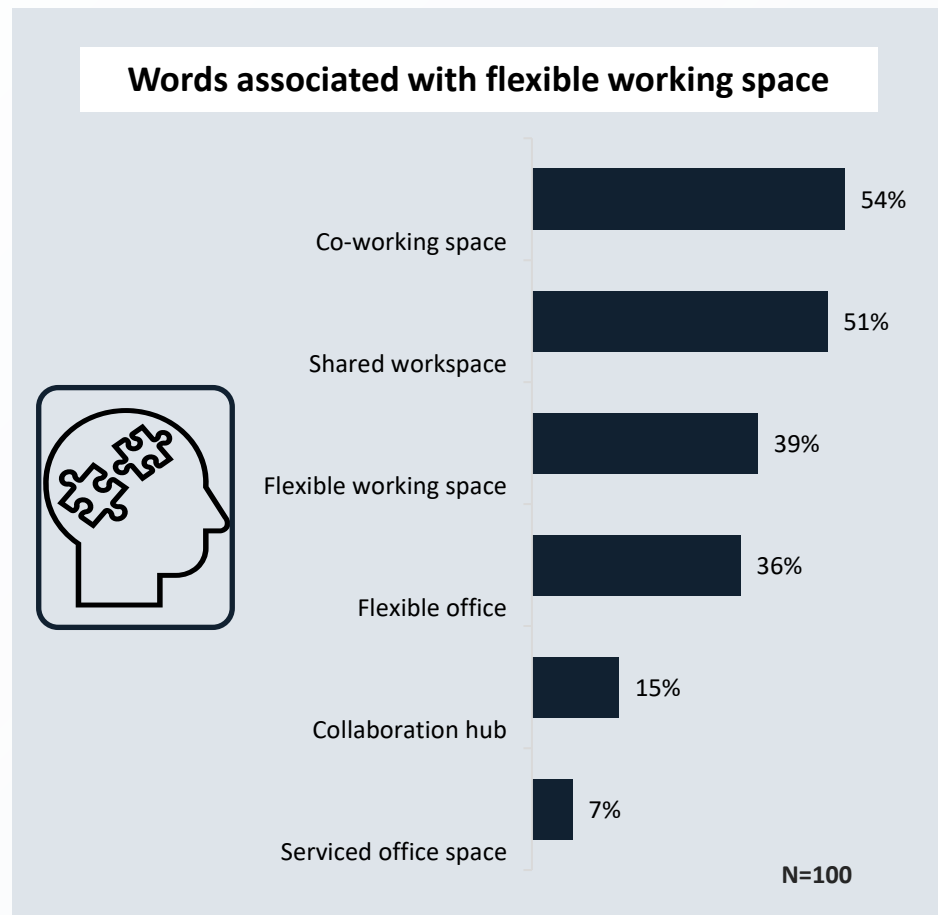
### Key Takeaways

- Majority number of non-users are covered in Delhi NCR location followed by Bangalore and Mumbai.
- Most of the companies surveyed have been in operation for over 10 years, followed by those in business for 5 to 10 years, and then those established for less than 5 years.
- IT services industry comprises the largest portion of our coverage, followed by financial services and then Tech company.

Source: AGR primary research

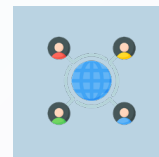
## WORDS ASSOCIATED WITH FLEXIBLE WORKING SPACE

The majority of our target audience associates flexible working spaces primarily with workplace flexibility, closely followed by shared workspaces. Co-working spaces and flexible offices are also equally recognized among respondents



### Serviced office space

Only 7% mention serviced office space, indicating that awareness of fully-equipped office options is less common among respondents.



### Shared workspace

51% refer to co-working spaces as collaboration hubs, suggesting that some view these areas primarily as centers for teamwork and networking.



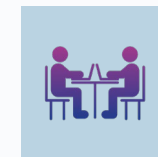
### Flexible working space

Almost 39% of respondents associate co-working spaces with flexible working space



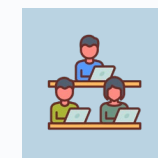
### Flexible office

Another 36% associate co-working spaces with flexible office, reflecting the desire for customizable office solutions.



### Collaboration hub

Nearly 15% connect co-working spaces with shared workspace, indicating a strong emphasis on collaboration and resource-sharing among professionals.



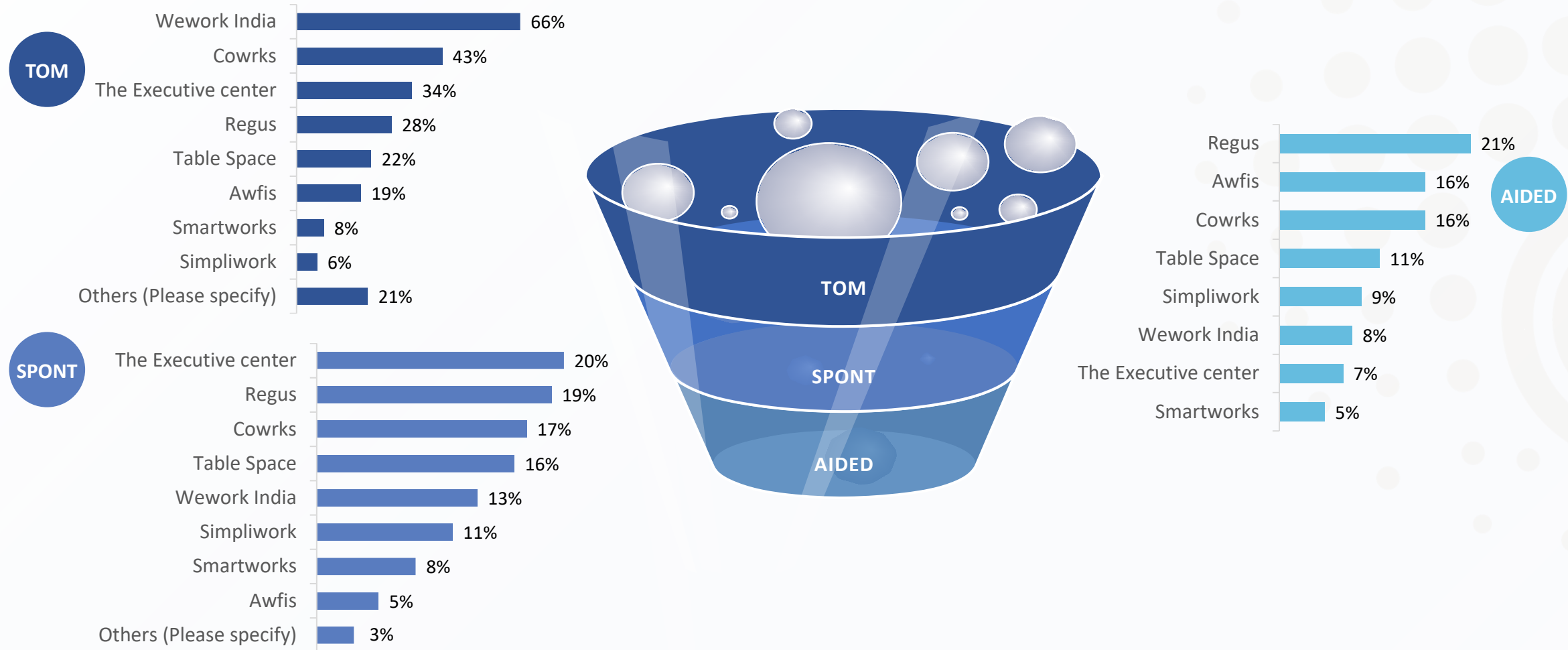
### Co-working space

About 54% use the term co-working space, showing that this concept is widely recognized and understood.

Source: AGR Primary research

# TOM, SPONT & AIDED Awareness

WeWork India leads significantly in TOM awareness, showcasing its strong brand dominance in the market



Source: AGR Primary Research

N=100

# WEWORK INDIA PERCEPTION FOR NON-USERS...1/2

## High Brand Recognition

WeWork India is widely known and easy to recall because of its strong presence in advertising (like billboards) and its visibility in major city locations. This makes it the first coworking space that comes to mind for many people.

## Convenient Locations

WeWork India offices are in well-connected areas, especially in places like Delhi NCR, where they're close to metro stations and easily accessible. This makes them more convenient compared to some other coworking spaces, which might be harder to reach or in less central areas.

## Better Amenities and Office Spaces

Non-users often hear that WeWork India offers better quality offices with things like comfortable workspaces, good lighting, and areas for relaxation. These spaces are typically larger and better maintained than some competitors' offices.

## Strong Community and Networking

WeWork India is known for having a positive and collaborative atmosphere. Many people hear from others that it's a good place for networking and meeting other professionals, as well as for attending community events that can help with personal and business connections.

Source: AGR Primary Research

## WEWORK INDIA PERCEPTION FOR NON-USERS...2/2

### Flexibility and Scalability

Nonuser thinks WeWork India provides tailored solutions with flexible membership options that cater to diverse business needs, from freelancers to large enterprises. In addition to that, scalability of office spaces is a key factor in its appeal.

### Innovative Workspace

Non-users believe WeWork India is recognized for its innovative workspace designs that not only foster creativity but also encourage collaboration among professionals, making it a standout choice in the market.

### Customer Experience

Non-users often hear that WeWork India offers better operational quality and consistent service delivery are key differentiators.



*"Based on perception, WeWork has a strong community focus and premium office amenities."*

*SMB, Mumbai*



*"The brand name is great, and my friends used to work there, so I know the facilities are very good too, and the ambiance is nice"*

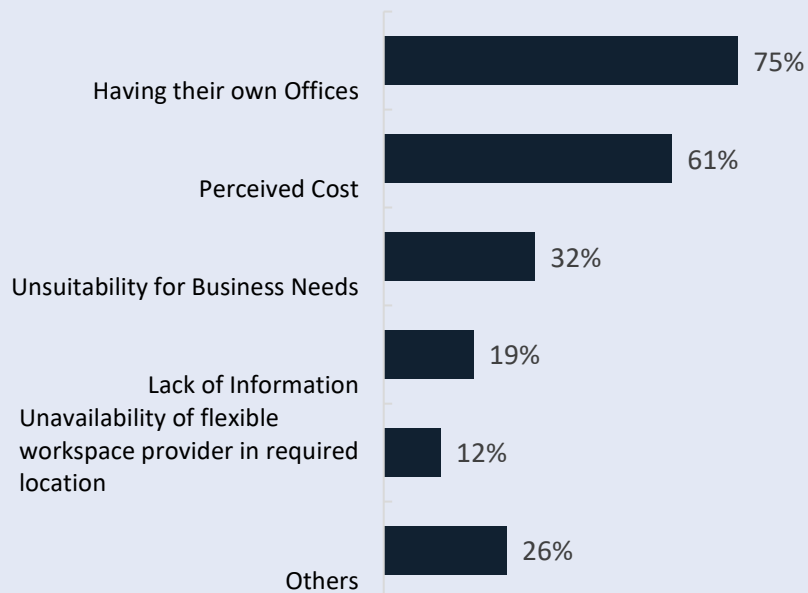
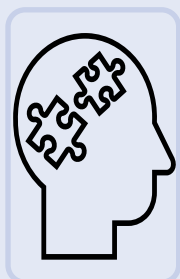
*Enterprise, Bangalore*

Source: AGR Primary Research

## FACTORS FOR NOT CONSIDERING FLEXIBLE WORKSPACE PROVIDER

The key reasons for not considering flexible workspace providers are perceived high costs, lack of alignment with business needs, and concerns about privacy, overcrowding, and personalization

### Reasons for not considering flexible workspace provider



N= 100







### Some other notable reasons




- Many individuals feel that **privacy and confidentiality** could be compromised in a co-working space. The presence of competing companies in close proximity on the same floor raises concerns about **data security and potential breaches**. Some people also worry about the lack of personal office space or secure access to private areas, which can feel risky, especially when dealing with sensitive or confidential information
- For some, the **convenience of working from home or a private office** outweighs the benefits of a co-working space. The comfort of working from home or a familiar office environment is a major factor. Additionally, **commuting time and the cost of traveling** to a co-working space, especially if it's far from home or inconveniently located
- Concerns about **crowding and the type of people in a co-working space** were also mentioned. Some people feel that having too many people or a mix of different companies can create **distractions and negatively impact work culture**. The idea of sharing space with too many people can be unsettling for those who prefer a quieter, more controlled environment
- Few GCC respondents mentioned while they are beginning to explore co-working options due to their flexibility and cost-effectiveness, many still favor traditional office spaces for their stability, customization capabilities, and operational control

Source: AGR Primary Research

# KEY FACTORS CONSIDERED FOR SELECTING FLEXIBLE WORKSPACE

Our research shows that location and pricing are top priorities across all business segments

		Factors Importance				
		SMB	Large Enterprises	Startups	Freelancers	Insights
	Location	✓	✓	✓	✓	Respondents prefer central locations with good transport and nearby cafes for networking.
	Price	✓	✓	✓	✓	There is a clear demand for competitive pricing, with many expressing a preference for transparent and flexible payment options to accommodate various budgets.
	Amenities	✓	✓	✓	✓	Respondents emphasize the necessity of essential amenities such as high-speed internet and meeting rooms, along with additional offerings like pantry services and recreational areas.
	Flexible Offices	✓	✓	✓	✓	Many users value the ability to choose between desks and dedicated offices, highlighting the importance of scalability to meet changing needs.
	Value added services	✓	✓	✓	✓	Our observations indicate a strong interest in networking events, workshops, and community-building activities, which enhance collaboration and the overall coworking experience.
	Availability	✓	✓	✓	✓	We noted that immediate access to spaces and efficient booking systems are critical for user convenience and flexibility.

 High Importance
  Medium Importance
  Low Importance

Source: AGR Primary Research

# LIKELINESS OF CONSIDERING FLEXIBLE WORKSPACE

We observed that 43% of respondents are open to considering flexible workspace in the future

## Must-have factors to consider a co-working space

### High Importance

- Location
- Pricing

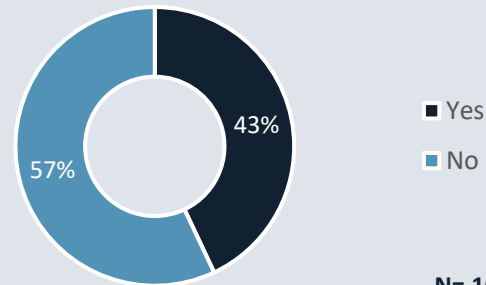
### Medium Importance

- High-quality Amenities
- Privacy and Security
- Parking facilities
- Flexibility

### Low Importance

- Work environment
- Scalability options

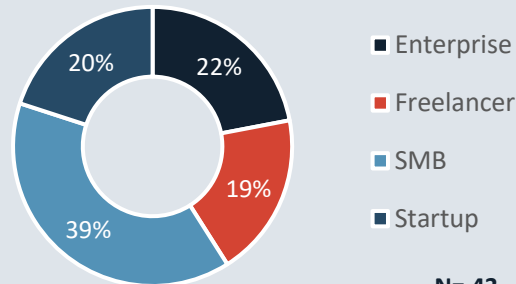
## Likelihood To Consider a Co-Working Space



- Yes
- No

N= 100

## Breakdown of non-users willing to switch



- Enterprise
- Freelancer
- SMB
- Startup

N= 43

## Factors For Not Considering Co-Working Space Earlier

- Pricing
- Satisfaction with current working infrastructure
- Concern about co-working space atmosphere
- Quality of food and amenities available in co-working spaces
- A few indicated a strong preference for their current work culture and environment, seeing no immediate need to transition
- Some respondents are not fully aware of the advantages of co-working spaces, such as networking, amenities, and flexibility, leading to lower interest

Source: AGR Primary Research

# VOICE OF NON USERS

## Workspace Design

“ I’ve heard their designs are modern and create an inspiring work environment.

–SMB, Delhi NCR

”

“ WeWork spaces are known for their functional and visually appealing designs.

–Startups, Pune

”

## Innovation

“ WeWork is known for staying ahead in the coworking industry with innovative solutions. We did explore WeWork when we were considering flexible working space and we realized they are very technology driven, however because of the pricing, we did not go ahead with WeWork.

- SMB, Mumbai ”

## Amenities and Infrastructure

“ I’ve heard their common areas are comfortable and perfect for collaboration.

–SMB, Pune

”

“ Their modern infrastructure and well-connected locations make them appealing.

- Enterprise, Bangalore

”

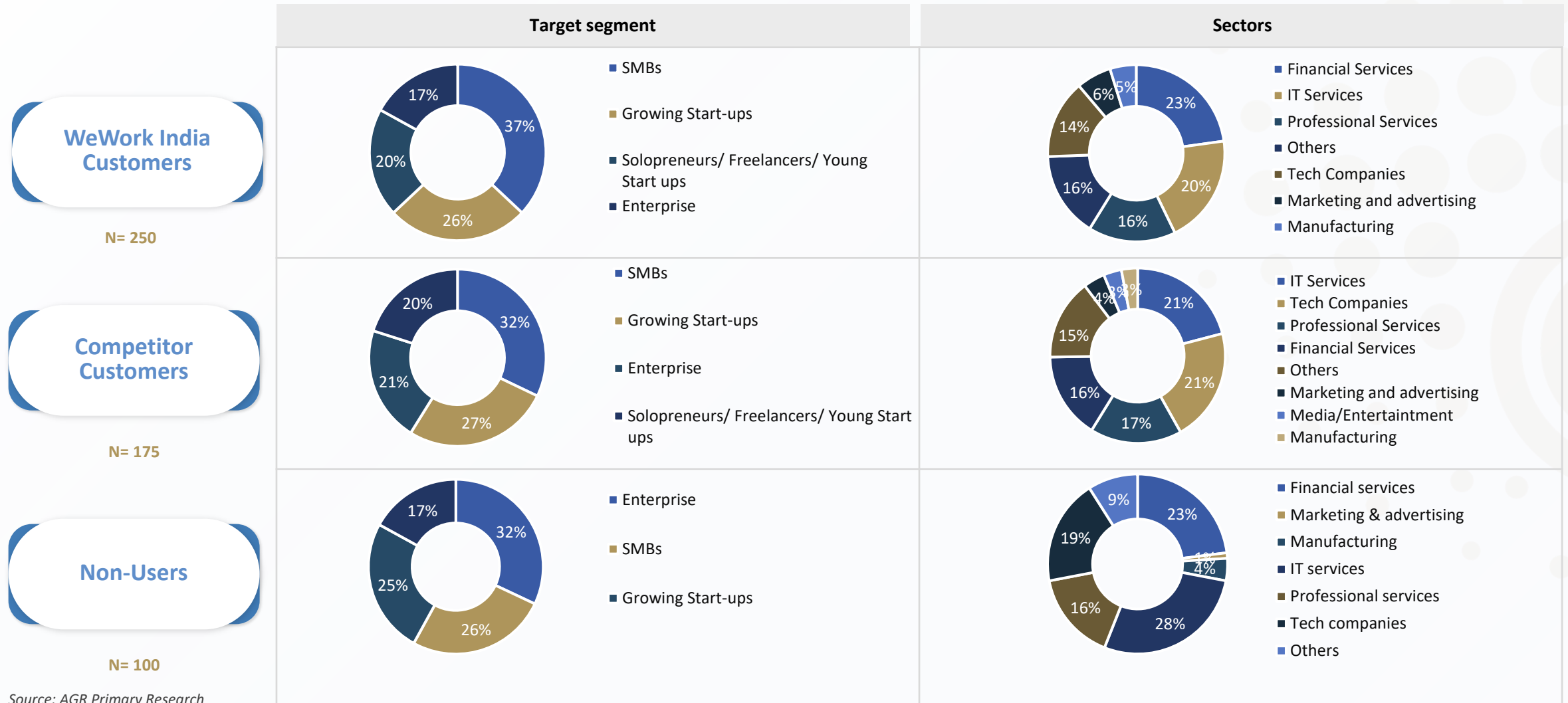
Source: AGR Primary Research



# SUMMARY

# SUMMARY ...1/5

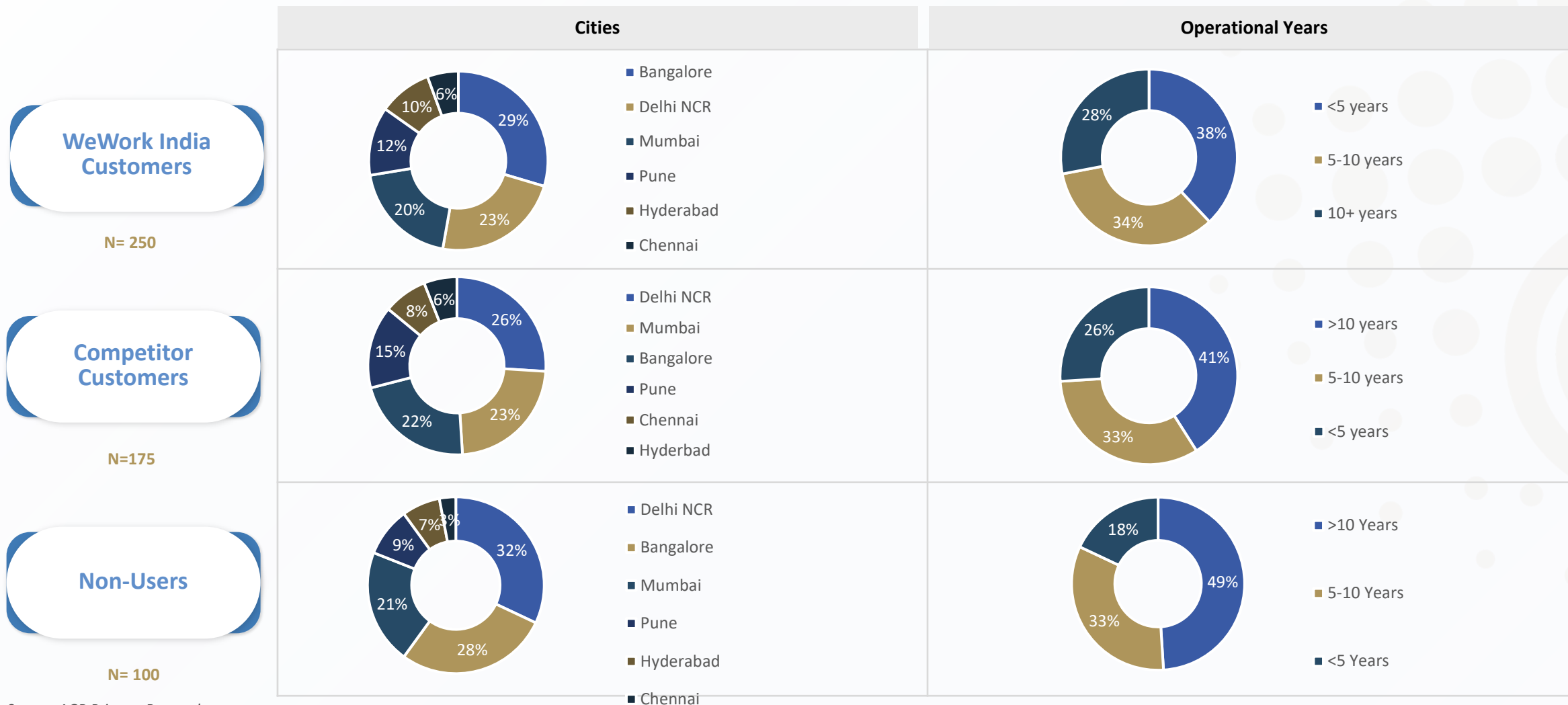
## Demographic overview for WeWork India customers, competitor customers and non-users for Target segment and Sectors



Source: AGR Primary Research

## SUMMARY ...2/5

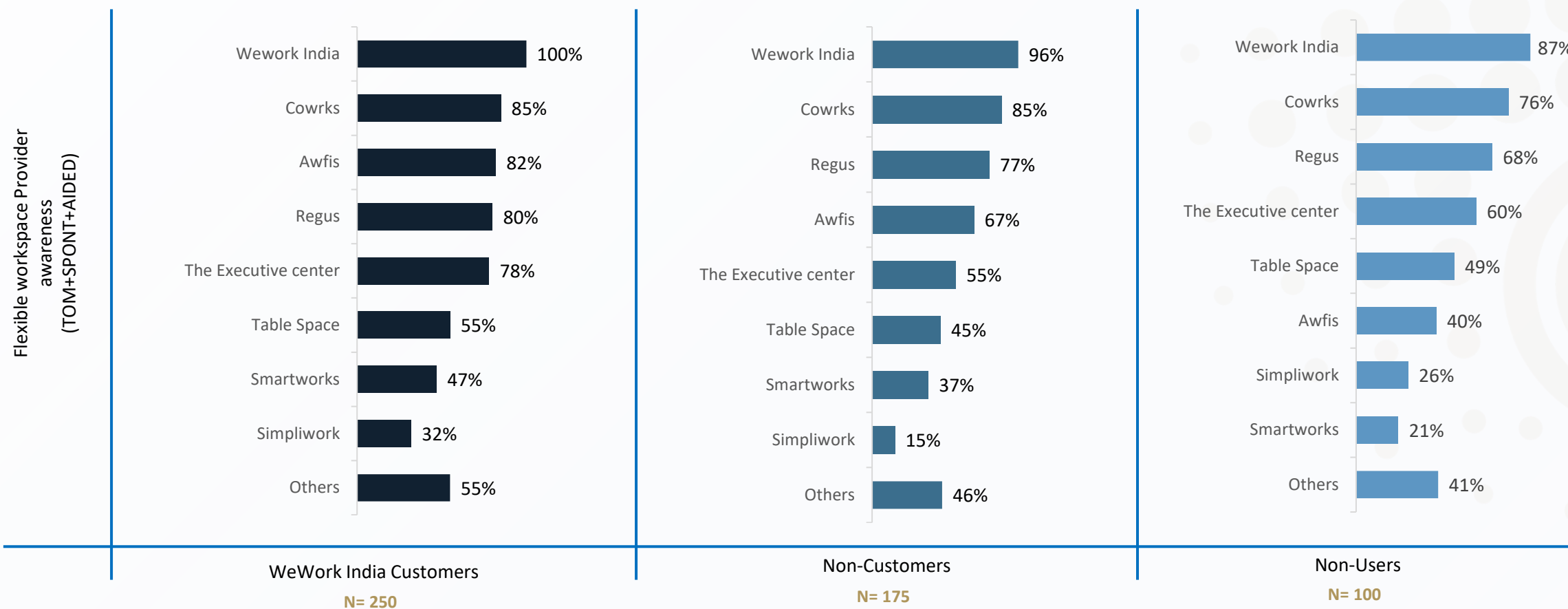
### Demographic overview for WeWork India customers, competitor customers and non-users for Cities and Operational Years



Source: AGR Primary Research

## SUMMARY ...3/5

WeWork India has emerged as the leading brand in terms of overall awareness (TOM, SPONT and AIDED)



Source: AGR Primary Research

# SUMMARY ...4/5

## Perception of WeWork India for customers and competitor customers

Competitor Customers

### WEWORK INDIA CUSTOMERS

EMOTIONAL

- Friendly and community-focused
- Inspiring” and “energetic”
- Creative and productive
- Luxurious and comfortable
- Welcoming environment
- Safety and Comfort

FUNCTIONAL

- High-quality
- Modern infrastructure
- Premium amenities
- Strong customer support
- Clean, professional, and trendy

### COMPETITOR CUSTOMERS

- High-end, sophisticated
- Exclusive and premium
- Dynamic and fast-paced work environment
- Strong community
- Sense of belonging and inspiration
- Boosting motivation and career growth

- Expensive,
- Premium infrastructure
- Amenities like spas, gyms, and spacious
- The professional setting and well-designed office
- Well Insulated
- Modern design, featuring greenery and aesthetic and functional appeal.

Source: AGR Primary Research

# SUMMARY ...5/5

## WeWork India's Pain Points and Suggestions

### PAIN POINTS

- **High Pricing-WeWork India** is seen as too expensive, especially for startups and small businesses. Many consider its prices much higher than competitors, making it unaffordable for some.
- **Limited Regional Presence-WeWork** India's presence is mainly in major cities like Delhi NCR and Bengaluru. It has limited offices in cities like Chennai and no offices in Jaipur thus limiting its reach.
- **Lack of flexibility for small companies:** A set of respondents belonging to startups organizations or freelancers indicated that WeWork India can be rigid about their offerings to small customers and tend to be more focus and flexible for enterprise

### SUGGESTIONS

- **Pricing Adjustments:** Offer more valuable pricing plans for startups and small businesses. Consider short-term or flexible payment options to attract a broader customer base.
- **Expand to Tier-1/2 Cities:** WeWork India should expand to tier-2 cities to serve more regional markets and open more number of centers in Chennai.
- **Customized offerings for small businesses:** WeWork India can introduce more flexible membership options specifically designed for small businesses. This could include shorter-term contracts, customizable spaces to better suit their dynamic needs.

Source: AGR Primary Research

# PERCEPTION FOR WEWORK

WeWork India is the market leader and pioneer in the flexible workspace sector, setting benchmarks for the industry. As a category-defining and aspirational brand, WeWork continues to shape the future of work in India

## WEWORK AWARENESS

- 1 WeWork India has the **highest awareness not only among its customers but also among competitor customers and non-users**, establishing itself as the most recognized brand in the flexible workspace industry
- 2 WeWork India consistently outperforms competitors in brand recall, with **top-of-mind awareness** driven by its **premium positioning, strategic locations, and strong community engagement** across diverse audience segments

## WEWORK PERCEPTION

- 1 WeWork India is recognized as a **premium and aspirational workspace provider**, setting a benchmark in the flexible workspace industry
- 2 The brand is highly valued for fostering a **strong sense of community and offering excellent networking** and collaboration opportunities
- 3 Customers appreciate the **high-quality amenities, including reliable internet, gyms, wellness zones, and fully equipped workspaces**
- 4 WeWork India's offices are strategically located in **prestigious business hubs, ensuring convenience, visibility**, and accessibility for clients and employees
- 5 Its global network of locations is a key advantage, **catering to enterprises with international operations** and providing flexibility across regions

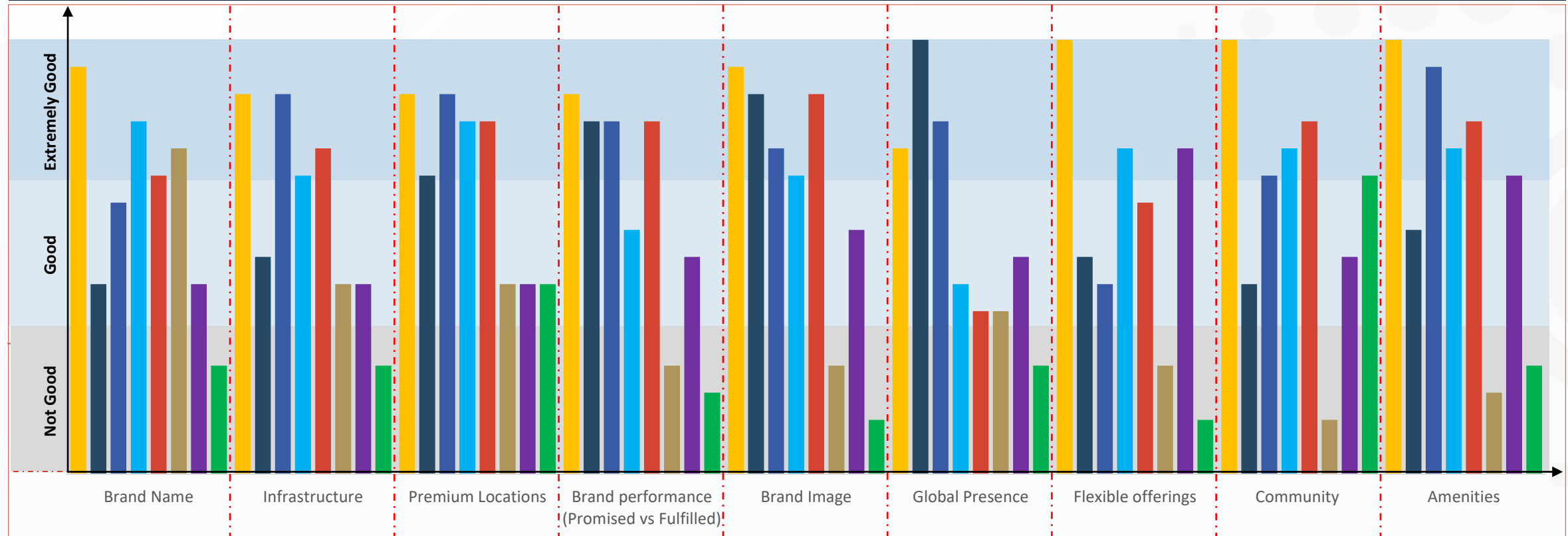
*WeWork: Redefining workspaces with flexibility, networking opportunities, and innovation*

Source: AGR Analysis

# COMPARISON OF WEWORK INDIA WITH ITS COMPETITORS

WeWork India consistently outperforms competitors across all key parameters, especially excelling in brand name, global presence, flexible offerings, and community engagement

1-5 (Not Good), 6-8 (Good), 9-10 (Extremely Good)



■ WeWork India ■ Regus ■ The Executive Center ■ Coworks ■ Table Space ■ Awfis ■ Smartworks ■ Simpliworks

N=418

N=335

N=291

N=361

N=216

N=322

N=182

N=106

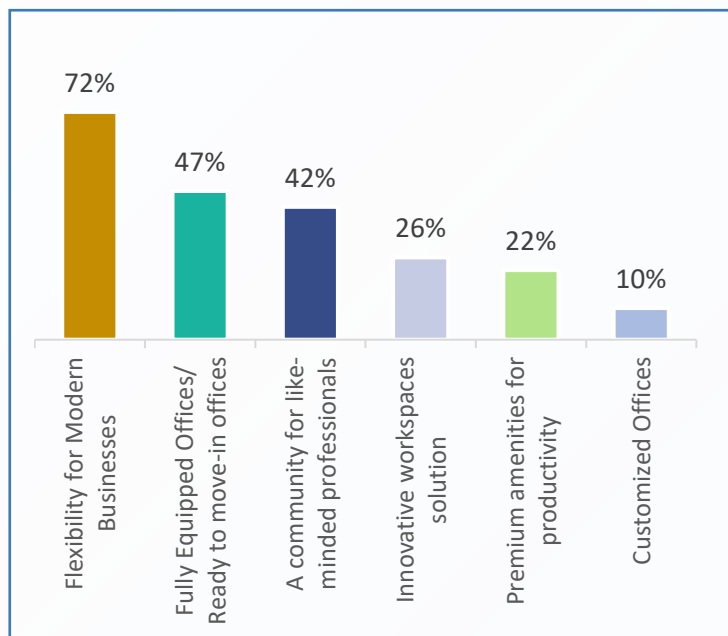
Source: AGR Primary Research

Note: The overall N=425

# KEY MESSAGING AND POSITIONING OF WEWORK INDIA

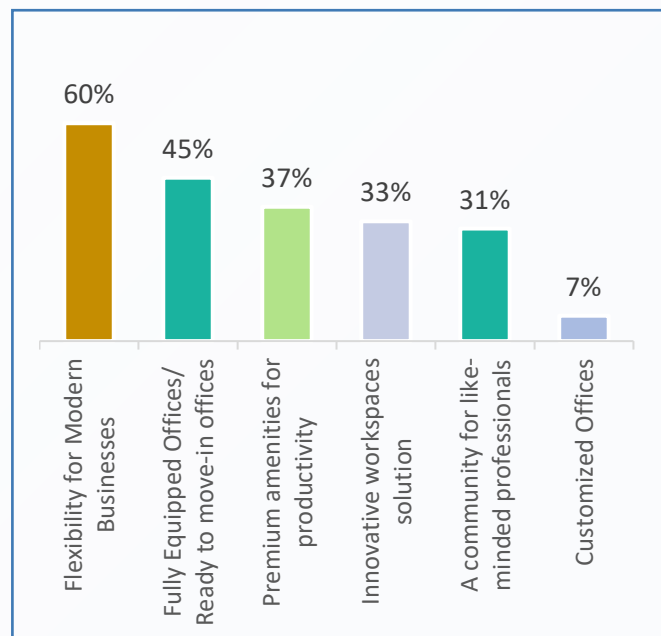
WeWork India's strengths are flexibility, fully equipped offices, and community

## Customers



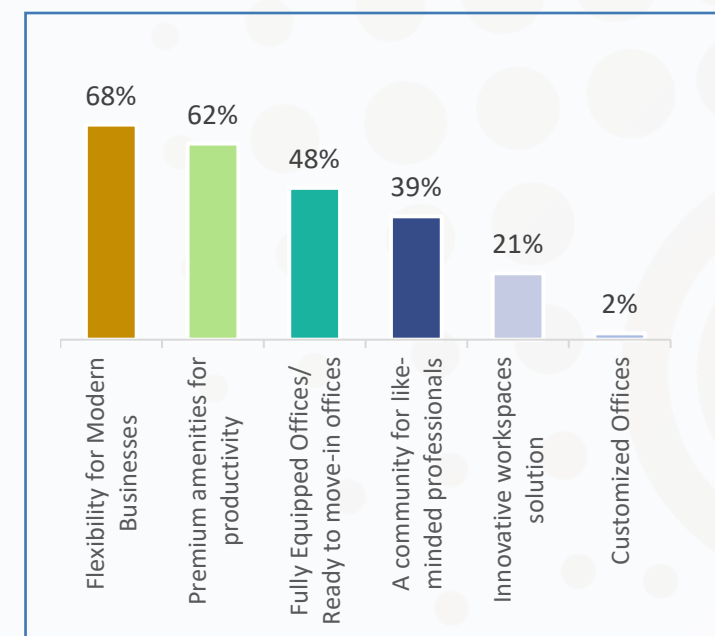
N= 250

## Non-Customers



N= 175

## Non-Users



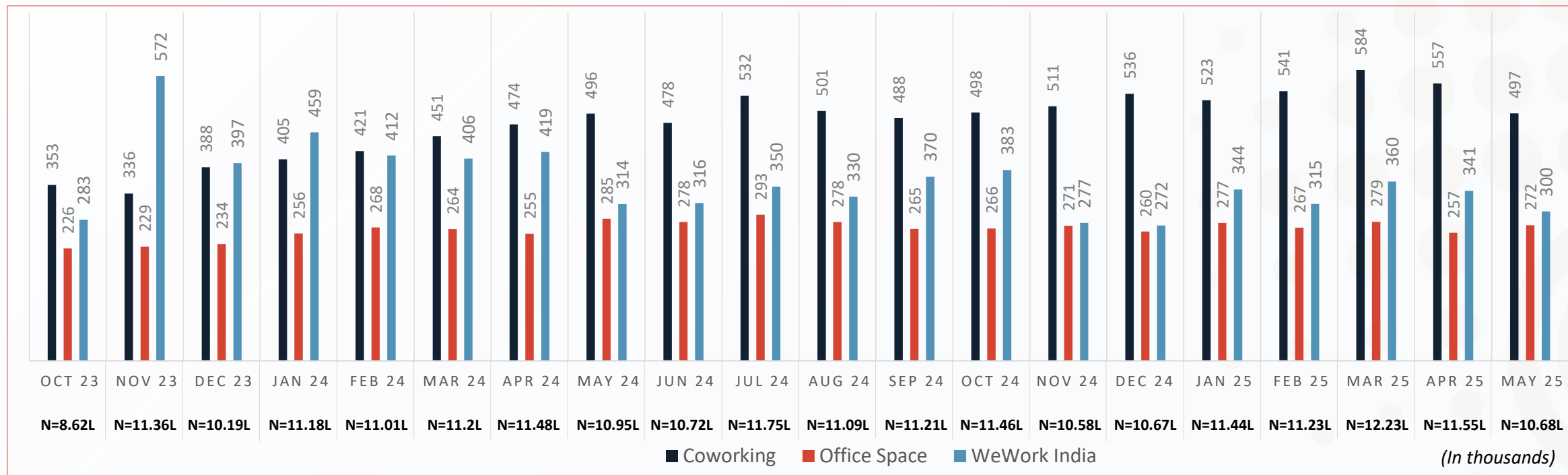
N= 100

The top message associated with WeWork India by both customers and competitors is **"flexibility for modern business,"** highlighting its key strength. However, **"customized offices"** is the least associated message, indicating the need to emphasize this offering more. Other key messages include **"fully equipped offices"** and **"a community for like-minded professionals."** The other messages should be emphasized to strengthen WeWork India's positioning in the industry.

Source: AGR Primary Research

# SEARCH VOLUME TRENDS FOR NON-BRANDED SEARCHES (OCT 23-May 25)

## Growing Search Volumes Reflect Evolving Workspace Preferences



### Key Insights

- Total search volume for industry terms shows significant growth, increasing from 8.62L in Oct 2023 to 10.68L in May 2025, indicating rising interest
- WeWork India is 0.75 times the search volume of Coworking and 1.37 times of Office Space for the period of Oct 23 to May 25
- WeWork India is 0.63 times the search volume of Coworking and 1.20 times of Office Space for the period of May 24 to May 25

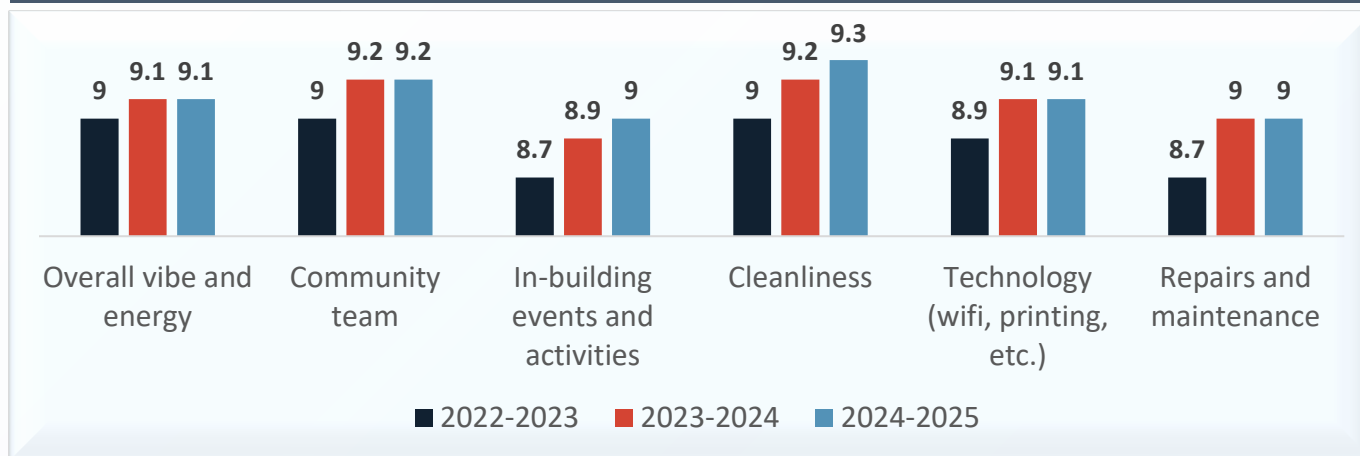
Note: This graph only highlight the search volume for the top 5 brands

Source: WeWork Data & AGR Analysis

# NET PROMOTER SCORE FOR WEWORK

WeWork India's enjoys an excellent NPS score, which reflects its customer confidence in the brand and its services being provided

## Customer Experience Drivers



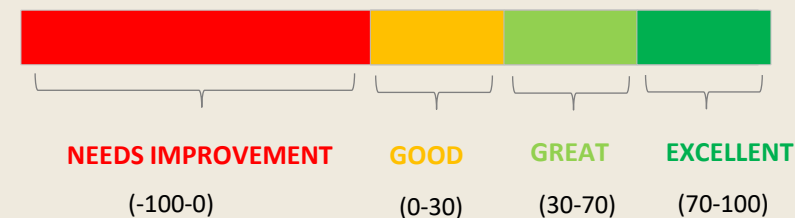
## WeWork India NPS Scores



Source: WeWork Data & AGR Analysis

## AGR Viewpoint

- Basis on AGR internal NPS surveys done for similar B2B companies in last one year, the average NPS was ranging between 35-50
- To evaluate the NPS score quality, AGR follows the following matrix





This concludes that WeWork India's rising NPS scores are a testament to its exceptional performance in customer satisfaction. WeWork India NPS is in the league of top-tier global brands, and within India, it stands out as a leading brand driven by its strong focus on customer satisfaction.

# Bhasker Canagaradjou

[bhasker@agrknowledge.com](mailto:bhasker@agrknowledge.com)

## International numbers

 UK : +44 788 892 3712

 Singapore : +65 3138 2042



AGR Intelligence - Business Research and Analytics



AGR Money - Investment Research



AGR Pulse - Consumer Insights



AGR Alliance - Cross Border Business Expansion



AGR Monitor - Tracking and Monitoring



## AGR Knowledge Services Pvt Ltd

1st Floor, Kalpataru Point, Near Sion Circle, Mumbai 400 022, India

Phone : +91-22-42792600 | [info@agrknowledge.com](mailto:info@agrknowledge.com) | [www.agrknowledge.com](http://www.agrknowledge.com)

INDIA | SINGAPORE | UAE | OMAN | USA | UK | KSA