

INSTAA OFFICE

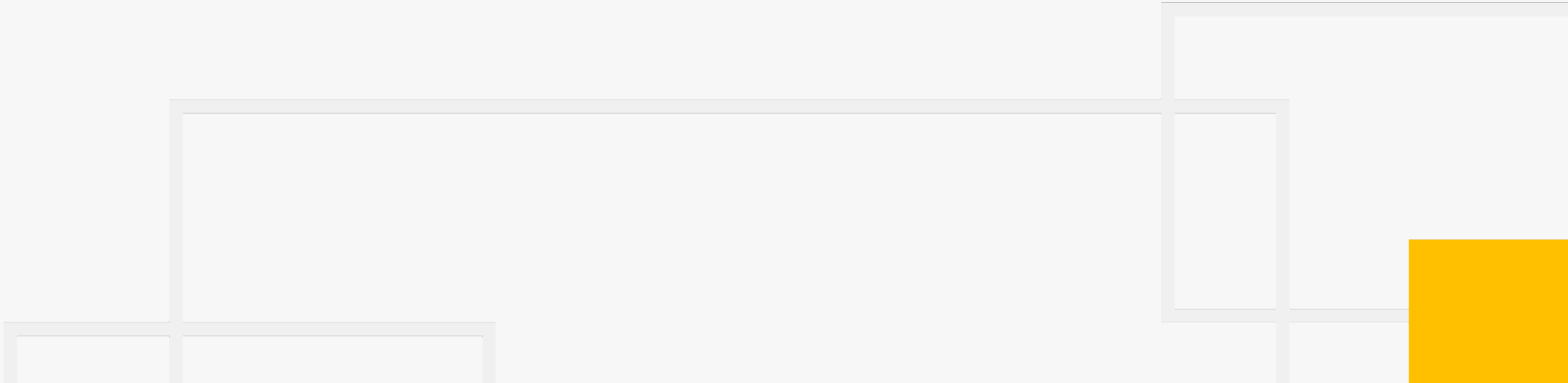
PARTNERSHIP OPPORTUNITY WITH INSTAA OFFICE

**Join The Leading Coworking
Solution in 3-Tier Cities**





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INTRODUCTION TO INSTAA OFFICE

Instaa Office was founded in 2020 with a vision to create dynamic, flexible coworking spaces that cater to the evolving needs of modern professionals in smaller cities of India. Over the past four years, we've grown from a single location to multiple thriving spaces, each offering a unique blend of community, creativity, and productivity.



OUR VISION

To be the leading coworking solution for small businesses in Tier 3 cities across India, fostering growth and innovation in underserved regions. Our vision is to unlock the potential of idle real estate, creating thriving business ecosystems that contribute to the economic revitalization of smaller cities while delivering sustainable returns for our investors.

OUR MISSION

To empower small businesses in India's smaller cities by providing them with world-class, flexible coworking spaces that cater to their unique needs. We are dedicated to transforming underutilized and dormant commercial properties into vibrant, productive workspaces, delivering value to both our clients and investors.

GROWTH MILESTONES

2020

INSTAA OFFICE Opened its first flagship Cowork in meerut city which was Meerut's first coworking space. with a seating capacity of 20 members and 2 pvt cabins only.

2022

Consolidated for the year focussing on filling all seats. Achieved 100% capacity utilisation with all seats and space fully filled.

2024

Opened flagship Cowork Branch in meerut with seat capacity 350 seats and 11000 Sqft Carpet area. Achieved 100% capacity utimiation within months.

2021

Expanded within the same branch to more than 150 seats at multiple floors in the same building

2023

Increased Client base in the city making leading industry giants like Zomato, Byjus, AmarUjala, & Topprz as premium clients

2024

Opening its first franchise Expanded on multiple locationsoutlet in Modipuram regionof meerut city with a capacity of 300 seats and sqft area Of 15,000 Sqft. Instaa Office is now managing more than 35,000

GROWTH MILESTONES

2025

INSTAA OFFICE Opened its 4th branch in meerut city looking at the raising demand it had created now at Delhi Road of about 3500 Sqft and 100 seats

2026

Expanded our franchise at Modipuram to another 3500 Sqft. This was our first franchisee expansion helping them to achieve targets we had promised.

2026

Opened our 6th branch in Meerut at Begumpul Location. This was a crevenue sharing model with leading private group in Meerut - Vidhya Prakashan Group adding to another 4000 sqft to pur coworking facility management system crossing 50,000 sqft.

2025

Clients based now increased to corporate brands like TCS, Policy Bazar, Phone Pay, Universal Sompo, DSP Mutual fund, Motilal Oswal, Solar Square and so many more helping us to achieve more than 90% occupancy at all our facilities

2026

Opened our 6th branch in Meerut at Begumpul Location. This was a crevenue sharing model with leading private group in Meerut - Vidhya Prakashan Group.

2026

Opening its first coworking space outside meerut in Moradabad at 3000 sqft. This will also be Moradabad's first coworking space and has already signed LOI'S with Phone Pay , Yes securities etc.

These interiors may cause a sudden urge to actually enjoy your Monday."

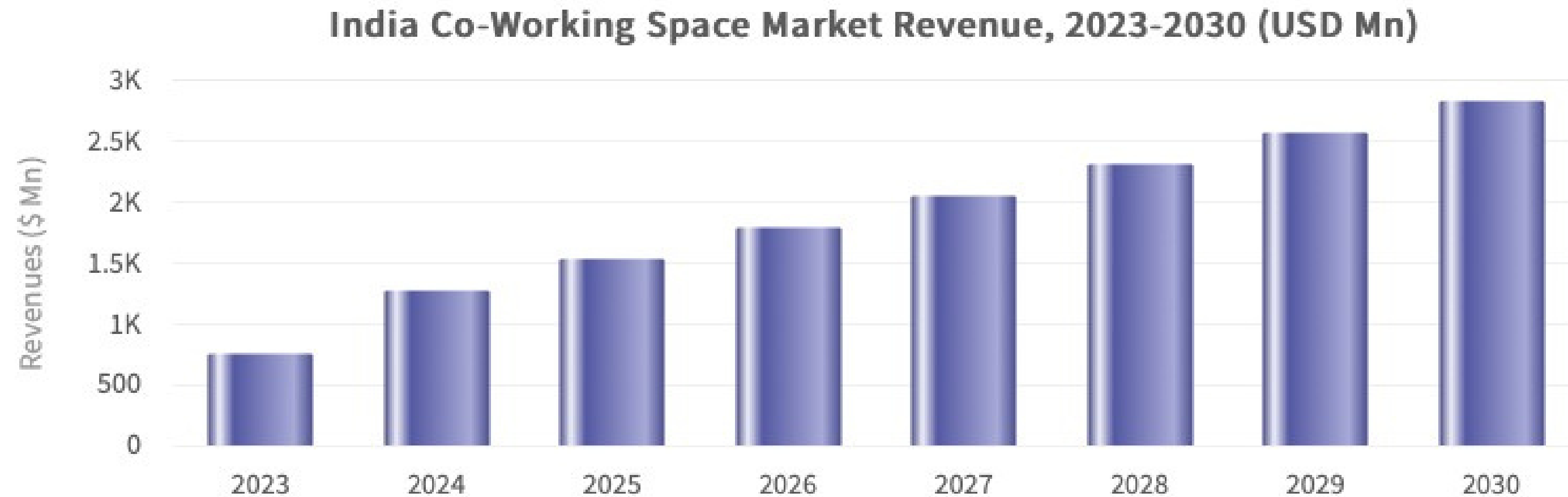


Current Branches

- The Galleria, Garh Road, Meerut - 10,000 Sqft.
- The Galleria Square, Harsh Commercial Park, Meerut - 12,000 Sqft
- Dsquare, Modipuram, Meerut - 8,000 Sqft
- Om Tower, Delhi Road, Meerut - 4,000 Sqft
- Kumar Plaza, Begumpul - 4,000 Sqft
- Dream Plaza, Moradabad - 3000 Sqft

The Co-working Industry Boom

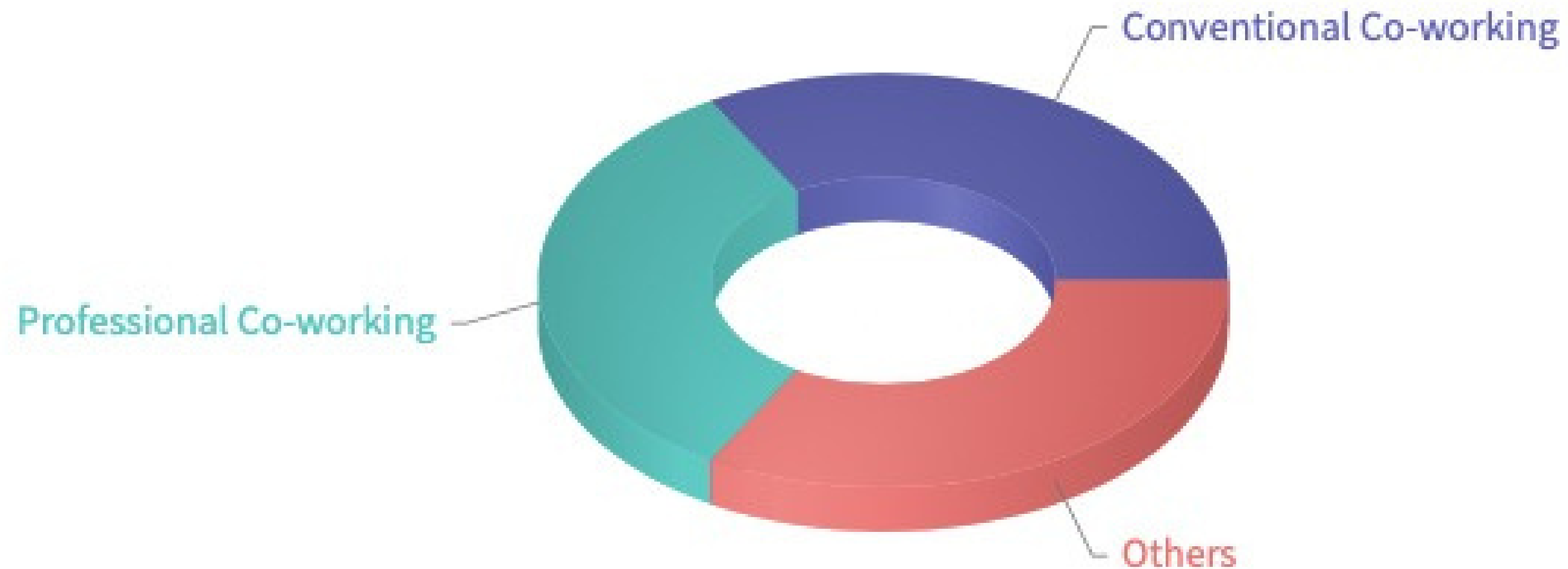
The Indian co-working space market size was estimated at USD 0.63 billion in FY2023 and is projected to reach USD 1.53 Billion in FY2031, growing at a CAGR of 13.47% from during the forecast period FY2024-FY2031. The trend towards coworking spaces is being driven by the growth of the economy and remote work, which has led to an increasing number of professionals and freelancers looking for flexible and affordable workspaces. As a result, coworking spaces are becoming increasingly popular in major Indian cities such as Bangalore, Mumbai, and Delhi, and are expected to continue to grow in popularity in the coming years.



Source : Next Move Strategy Consulting

India Co-Working Space Market Segments

Source : Next Move Strategy Consulting



Why Partner with Us ?

- Comprehensive pre-opening and operational support by INSTAA OFFICE.
- Moderate investment and attractive return.
- Multiple revenue sources owing to diversified services.
- We are tech enabled giving our clients ease of convenience from billing to booking just from a single app.
- Strong demand for well-maintained work space in urban areas.
- Proven business model in 3-Tier Cities with multiple operational center



Completely Tech Enabled Cowork Space Solution

11:55

Accounts

R

Ripun Bansal

HOLIDAY FIESTA

Meeting Credits-0.0

Visits-0

Invoices

Company Profile

DayPass Bookings

My Bookings

Directory

Messages

My Visitors

Notifications

Home

Engage

Packages

Helpdesk

Accounts

11:55

Meeting Room

Meeting Rooms

Day Pass

All

Garh Road

Facilities

Galleria Meeting Room MR1

Garh Road

8 people

Book

100/hr or 1.0 credits/hr

Facilities

Galleria Square Meeting Room MR2

Garh Road

8 people

Book

1.0 credits/hr

Home

Engage

Packages

Helpdesk

Accounts

Occupancy

8 of 23 Dedicated desk (34%)

2 of 8 Hotdesks (25%)

31 of 37 Private Cabins (83%)

Invoices

₹ 517740 Total

₹ 145142 Overdue

₹ 372598 Paid

₹ 0 Under-review

oices

Paid/Partially

Due/Overdue

Under Review

Add Invoice

CSV

Download

arch

Category Filter

filter type

ling period

Start month 2024-10

End Month 2024-11

38 Total Count

S No.	To	Status	Due Date	Issue Date	Amount	Action
Virtual Office						
NS040	Abhishek CA	Paid Not send	Oct 13, 2024	Oct 13, 2024	₹ 15000	
Garh Road						
Membership						
NS039	Harshwardhan	Paid Not send	Oct 11, 2024	Oct 11, 2024	₹ 1677	
Garh Road						
Membership						
NS038	Harshwardhan	Paid Not send	Oct 11, 2024	Oct 11, 2024	₹ 2323	
Garh Road						
Membership						
NS037	IDP Education India Private Limited's	Overdue Not send	Oct 1, 2024	Oct 10, 2024	₹ 25960	
Garh Road						
Membership						
NS036	akhil vohra company	Paid Not send	Oct 1, 2024	Oct 10, 2024	₹ 10000	
Garh Road						
Membership						
NS035	Mordernative Solutions Pvt Ltd	Paid Not send	Oct 1, 2024	Oct 1, 2024	₹ 10000	
Garh Road						
Membership						
NS034	Ar. Aseem Saxena	Paid Not send	Oct 3, 2024	Oct 3, 2024	₹ 100000	
Garh Road						

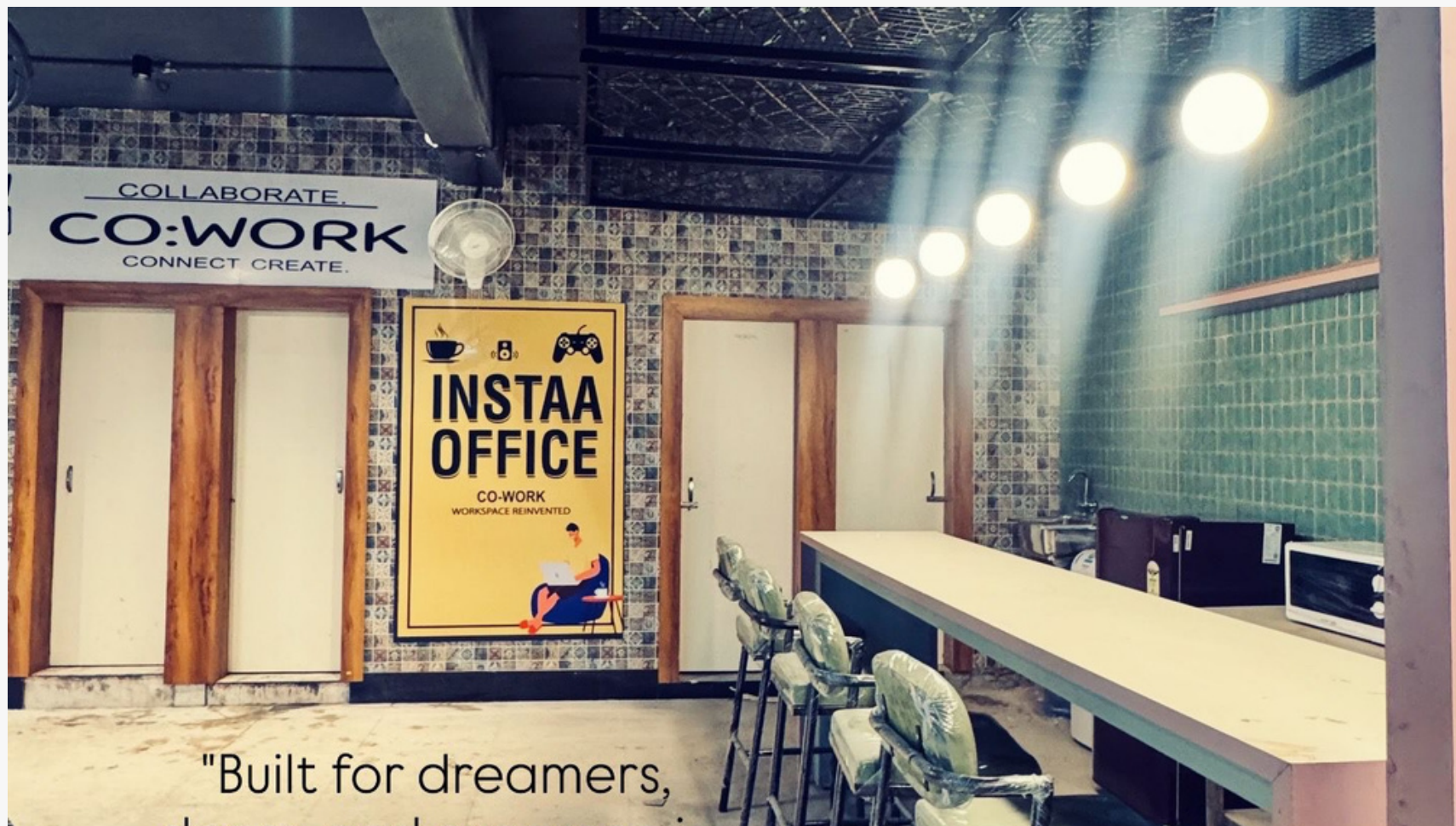
Our Latest Franchise at Modipuram



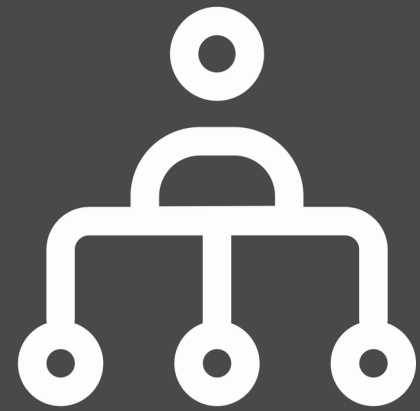


Our Latest Facility At Moradabad



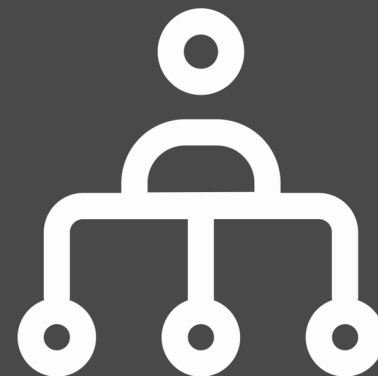


Franchise Model Overview



FRANCHISEE
MODEL

CONSULTING & FRANCHISEE MODEL



CONSULTING & FRANCHISEE MODEL

Instaa Office shall provide consulting services for designing and renovating the coworking space as per its brand standards and operational guidelines [approx cost ₹1600/- per sq ft]. The cost of renovation and fit-outs shall be borne entirely by the Franchisee/Partner. Franchisee fees of 7.5Lakh + GST one time will be applicable valid for seven years. A monthly 22% Consulting and Sales fee shall be charged by Instaa Office on the net revenue generated from the coworking operations.



IDEAL FRANCHISE PROFILE IS THIS OPPORTUNITY RIGHT FOR YOU ??

- Entrepreneurs with 2000 SQFT self owned commercial space and investment MIN investment of 30L.
- Self owned underutilized land at prime location.
- Real Estate developers looking to offer coworking space.
- Cost of investment ~ ₹1600/- per sq ft.



INVESTMENT & FINANCIALS

- ROI OF Min. 1-1.5-Lakh INR per month for every 2000 sqft of carpet area.
- Pay Back Period of 2-2.5 years for complete initial investment.
- Operational Breakeven at first month only.



REVENUE STREAMS

- Coworking Memberships from
 - Dedicated Desks - 4500/- To 7500/-
 - Semi Pvt Desk - 6500/- 9500/- 3.Small Pvt Cabins - 12,000/- 20,000/- 4.Bigger Complex Work Cabins - 25,000/- 1,00,000/-
- Revenue from renting out spaces for meetings, events, and workshops.
- Income from offering additional services such as virtual offices, printing, and mail handling.

Training & Support

- Comprehensive onboarding and training program to ensure franchisees have the knowledge and skills to run their coworking space successfully.
- Continuous support in areas such as marketing, operations, technology, and staff training.
- Ability to collaborate with other Aggregators and access shared resources and best practices.
- Lead Generation & Help in Sales using best technology & digital mediums possible.





PROCESS OVERVIEW

- **Step 1: Inquiry and Initial Meeting** Potential franchisees express interest and meet with Instaa Office representatives to discuss the opportunity.
- **Step 2: Territory and Location Analysis** Instaa Office does feasibility analysis and checks out with location will suit the requirement of successful cowork.
- **Step 3: Franchise Agreement Signing** Legal agreement is finalized, and the franchisee pays the initial franchise fee.
- **Step 4: Infra Build In & Training and Setup** Franchisee undergoes training, and the office space is built out and equipped.
- **Step 5: Grand Opening** Instaa Office supports the franchisee in launching the business, including marketing and promotional efforts.



QUESTIONS TO ASK WHEN GOING IN FOR PARTNERSHIP/FRANCHISE

Why should I buy into a franchise rather than starting my own business?

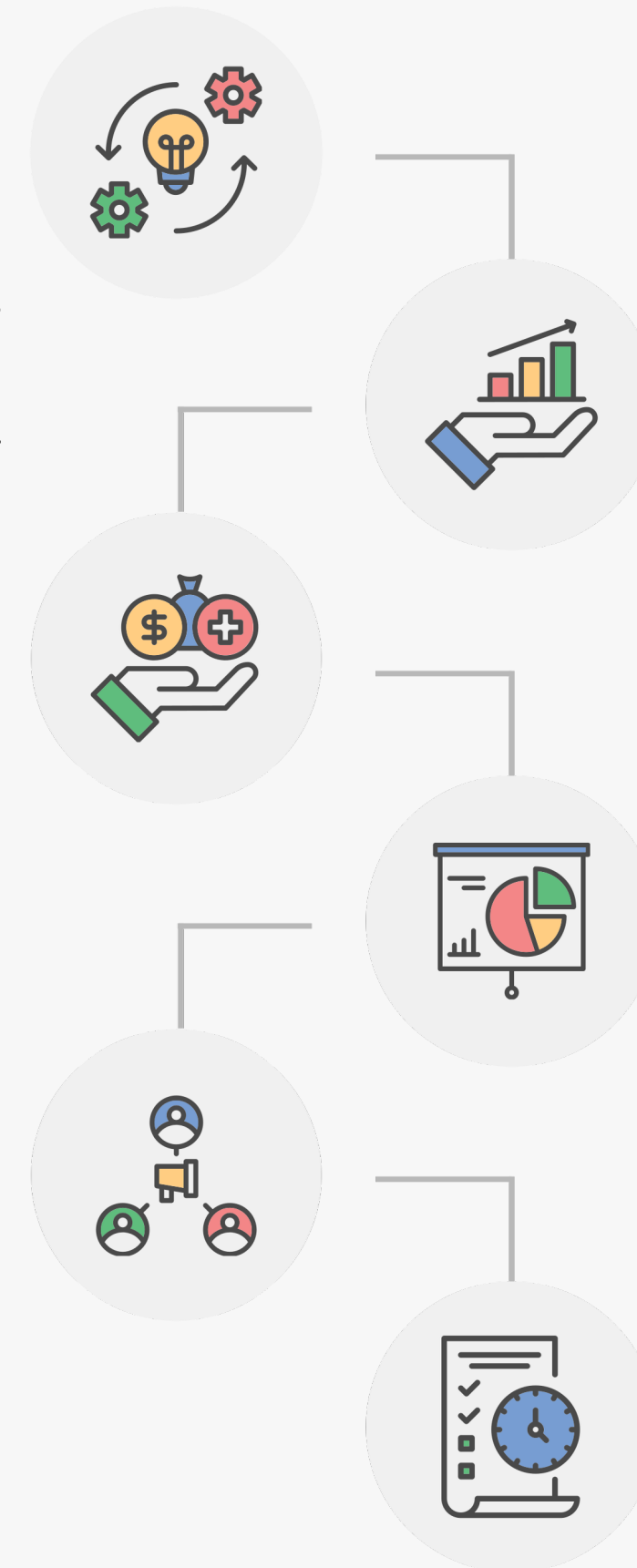
1.

When you consider a franchise, you are buying into a proven business model. The trial and error associated with “learning as you go” has been eliminated. As a franchisee you’ll also receive training and ongoing support from industry experts. You won’t have any of that if you’re starting from scratch.

2.

How much should I invest in my Instaa Office Location?

The total investment varies, as you can imagine. Location costs, fit-outs, equipment, legal requirements, staffing, and other factors all play a role. There is a standard franchising fee requirement, and the rest is variable.



What about advertising?

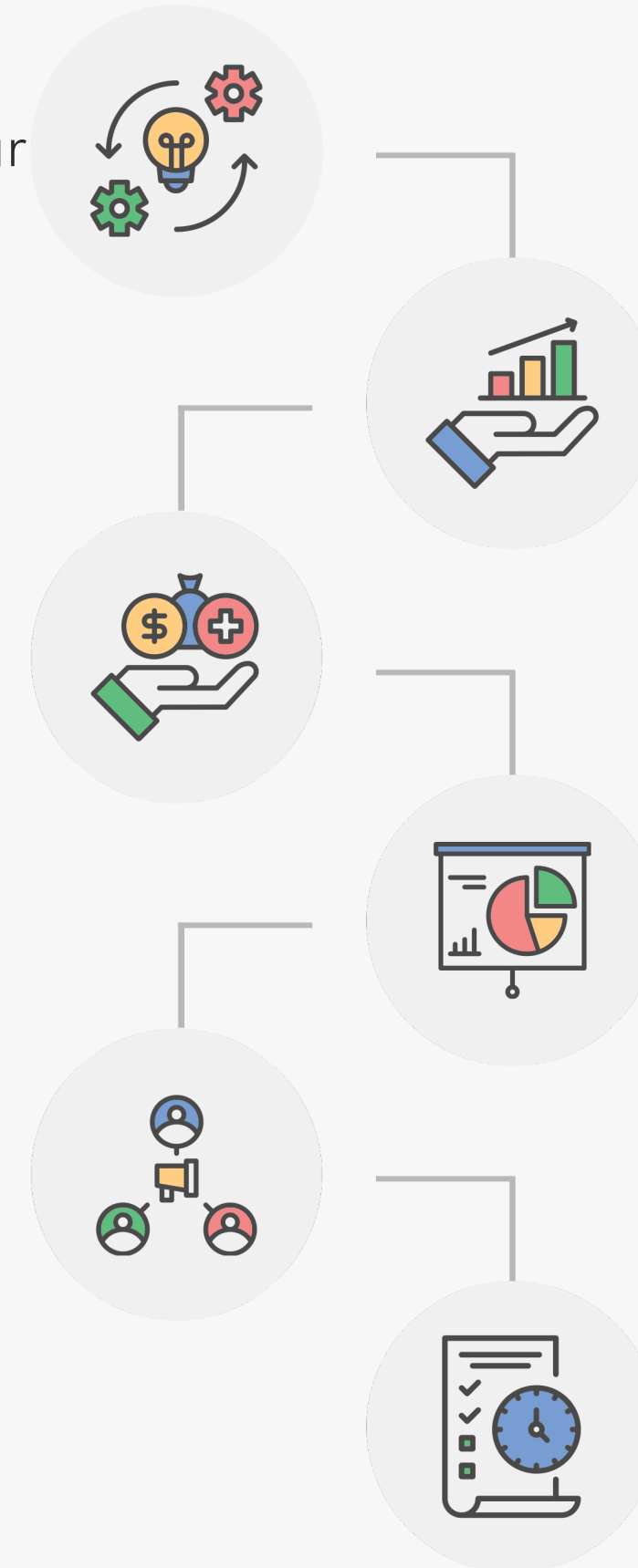
3.

The Instaa Office name and reputation is an important part of our business. We at Corporate will spend on your behalf to make sure you are always running your space at 100% utilization. In addition, if we should establish fees for a Marketing Fund, you will be expected to make Marketing Fund contributions for the same.

4.

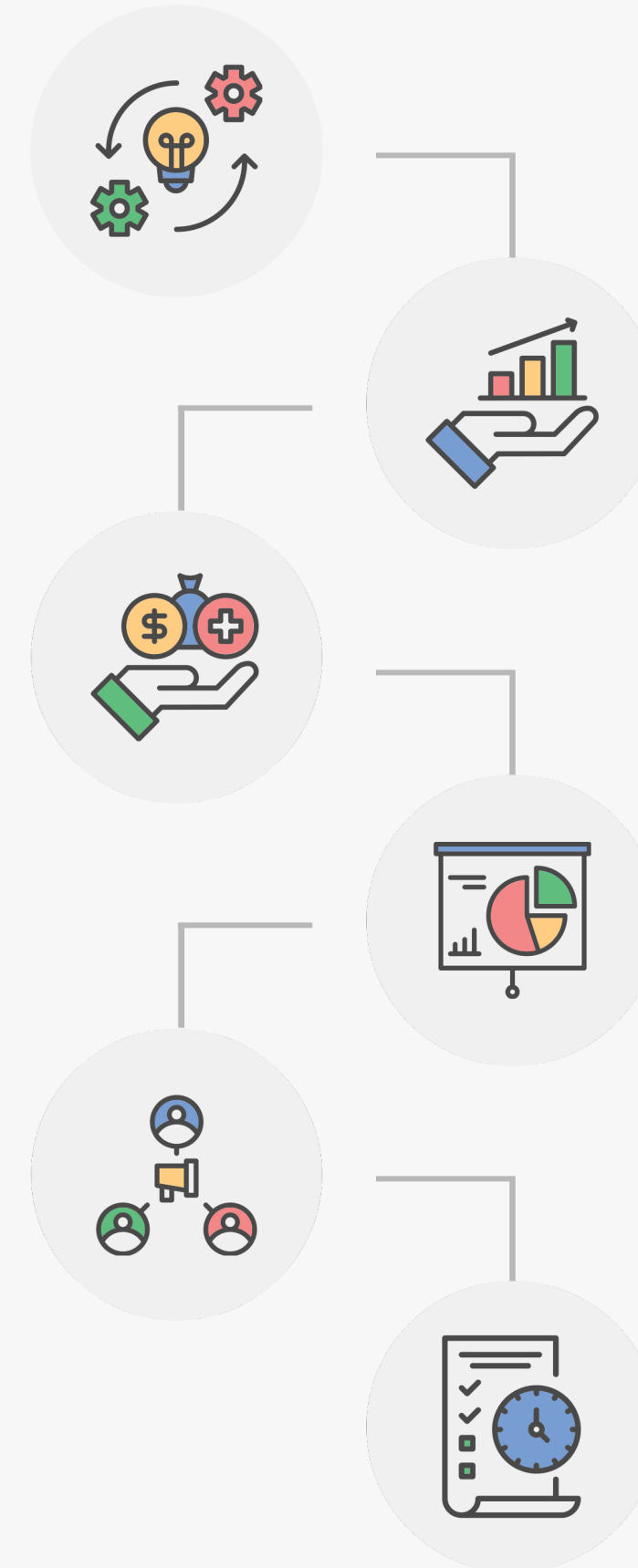
Is there any particular industry experience required to start an Instaa Office franchise?

There is no specific experience required, although some business sense or related background can only help. We provide thorough training and ongoing support. Our franchisees are never forced to 'go it alone'.



5. I am interested, but not sure I'm ready to commit. What are the next steps?

It all begins with a simple conversation. Contact us today to learn more about this amazing opportunity! Our Instaa Office Team can answer your questions and address any concerns you may have. There is no obligation and no immediate decision is required.



INSTAA OFFICE

THANK YOU

