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PEOPLE

Interview with Samhita Dey, AVP, Real Estate & Design, Simpliwork Offices

In conversation. Samhita Dey shares insights into the evolving landscape of outsourced office spaces in India, discussing design innovation, sustainability, and the future of hybrid workspaces.



By Hetal Oswal November 18, 2024

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Samhita Dey, AVP, Real Estate & Design, Simpliwork Offices

In a competitive landscape, how does Simpliwork ensure it stands out in terms of design, flexibility, and client service?

In the highly competitive landscape of outsourced office solutions, Simpliwork stands out with a unique blend of aesthetic elegance and a deep commitment to well-being and functionality. Every Simpliwork office is designed with meticulous attention to detail, creating spaces that go beyond mere work areas to foster a sense of calm, balance, and purpose.

Our flexible layouts are responsive to the evolving needs of teams, offering spaces that adapt seamlessly to their rhythms. From ambient lighting to thoughtfully designed

open areas, Simpliwork creates environments that feel natural, empowering, and conducive to productivity.

Simpliwork's commitment to client service ensures that each workspace becomes a true extension of the brand it represents, where comfort meets sophistication, and productivity is elevated by a sense of peace. This approach sets a new benchmark for workplace well-being and inspired office design.

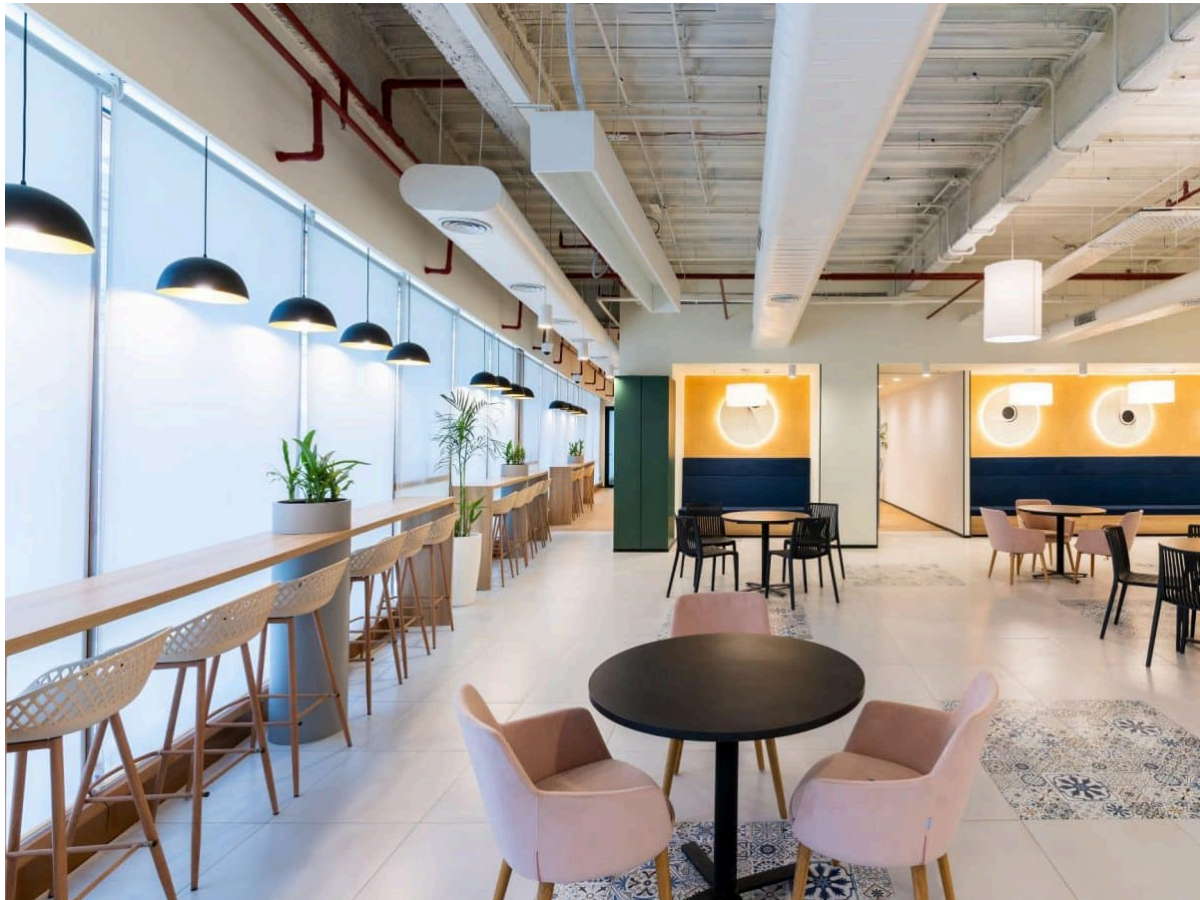
At the core of our philosophy is a dedication to cutting-edge technology. We integrate smart systems and data-driven insights, ensuring our workspaces are both intuitive and innovative. With IoT-powered climate control, AI-driven productivity tools, and other advanced features, Simpliwork's offices are on par with global standards. By embracing the latest tech, we not only enhance functionality but also anticipate the future needs of clients, delivering a world-class experience that resonates both locally and globally.

As a young leader in the industry, how do you envision the role of outsourced offices evolving in the Indian realty sector?

As a young leader in the Indian realty sector, I believe outsourced offices will play a transformative role in the industry, through a sophisticated fusion of adaptive design and advanced technology. The role of these spaces will transcend traditional utility, evolving into environments that leverage behavioural analytics and deep learning.

This evolution will enable workspaces that intuitively respond to employee needs, fostering productivity and well-being in ways previously unimagined. For example, AI and data-driven insights will allow offices to optimize layouts, lighting, and even air quality in real-time based on user preferences, making workspaces more responsive and efficient. The design of outsourced offices will also remain dynamic, evolving with the times to balance innovation with timeless aesthetics.

As businesses place increasing value on flexibility and employee experience, outsourced office spaces will become more than just locations—they will be catalysts for a more efficient, personalized, and future-ready work environment. In the next decade, these spaces will set new standards, transforming how businesses in India think about workspaces and shaping the future of work itself.



Given that outsourced office solutions are relatively new in India, what do you think are the primary factors driving their demand?

In the emerging Indian market, the demand for outsourced office solutions is being driven by the evolving needs of a sophisticated corporate clientele that prioritizes flexibility, premium amenities, and speed-to-market, all while minimizing operational complexities. Businesses are increasingly moving away from traditional, high-cost leases in favour of agile, high-quality workspaces that align with modern work cultures.

Simpliwork's approach to product development stands out in this landscape. By leveraging hyper-collaborative frameworks, we ensure each workspace is tailored precisely to the client's vision. Our model brings together designers, tech specialists, and real estate experts to create seamless, functional environments that go beyond mere office space. This approach enables us to deliver workplaces that are not only practical but also thoughtfully designed, making Simpliwork a leader in the upscale outsourced office sector. By offering spaces that meet the demands of today's businesses, we are setting a new standard for the future of work in India.



How have recent shifts in workplace strategies post-pandemic influenced the demand for Simpliwork's offerings?

The post-pandemic shift towards hybrid work and a stronger focus on employee well-being has significantly increased demand for Simpliwork's solutions. Companies are now prioritizing adaptable, high-quality workspaces that support flexible work patterns without the constraints of long-term leases.

Simpliwork's agile, customizable spaces are perfectly aligned with these needs, offering businesses the flexibility to scale or modify their work environments as workplace dynamics continue to evolve. Our offerings empower companies to stay responsive and agile in today's rapidly changing business landscape, providing the ideal balance of flexibility, functionality, and well-being.

How do you balance architectural creativity with functionality in creating productive workspaces for diverse industries?

Balancing architectural creativity with functionality requires a deep understanding of both design and the practical demands of the real estate industry. As an architect, you quickly realize that the realities of the market shape every decision—from material choices to spatial configurations.

Designing workspaces for diverse industries is a delicate art, where aesthetic vision must align with functional needs to inspire productivity and performance. Architecture is not just a profession; it's a way of life, a mindset that influences how we reimagine spaces. Each environment must be carefully crafted to serve its purpose while seamlessly blending form and function, ensuring both beauty and utility meet the highest standards.

At the heart of every design is the goal to create spaces that elevate the experience for those who inhabit them—spaces that are not only visually compelling but also practical, comfortable, and conducive to success.



Could you share some sustainable design practices incorporated into Simpliwork's office spaces?

At Simpliwork, sustainability is at the core of our design philosophy. We embrace green building certifications that prioritize energy efficiency and environmental responsibility. Our office spaces are thoughtfully designed to repurpose assets, ensuring that furniture and materials are reused wherever possible to minimize waste.

We also integrate eco-friendly materials and energy-saving technologies, creating workspaces that are both functional and environmentally conscious. By balancing sustainability with aesthetics and practicality, we deliver spaces that not only meet the needs of businesses but also contribute positively to the planet.

What best practices in process and workflow management have been critical to maintaining Simpliwork's operational standards?

At Simpliwork, operational excellence is driven by a robust process and workflow management system that ensures every project is delivered seamlessly, from start to finish. We follow best practices like standardized project tracking, agile response systems, and stringent quality checks at every phase.

This structured approach helps us maintain consistently high standards across all our projects. A key element of our workflow is cross-functional collaboration, which fosters effective communication and alignment among teams, ensuring a smooth and cohesive client experience. By combining precise processes with flexibility, we can quickly adapt to evolving client needs and industry trends, ensuring timely delivery while consistently exceeding expectations.



Where do you see the commercial real estate and outsourced office segments headed in the next 5–10 years, particularly in India?

In the next 5–10 years, the commercial real estate and outsourced office segments in India are poised for transformative growth. The shift towards hybrid work models, the rise of technology integration, and a growing demand for flexible, high-quality office spaces will drive this change. Businesses are moving away from traditional long-term leases and embracing agile, serviced office solutions that can evolve with their needs.

At Simpliwork, our focus on customization, design, and technology-driven environments positions us well to meet these demands, offering the flexibility and quality that modern businesses require. We also expect to see a surge in sustainable practices and smart office innovations, trends that align perfectly with Simpliwork's vision of creating adaptable, future-ready workspaces that cater to the evolving needs of businesses.

With over 4.2 million sq. ft. developed, what's next for Simpliwork in terms of expansion and market influence?

With over 4.2 million sq. ft. developed, Simpliwork is committed to refining our product to lead not only in India but also compete among the best globally. Our core

philosophy is continuous improvement—learning from every project to ensure we avoid past mistakes and deliver exceptional office solutions.

This dedication to product excellence drives us to set new benchmarks in the outsourced office space sector. By focusing on innovation, design, and functionality, we aim to create workspaces that resonate on a global scale, positioning Simpliwork as a leader in the industry and setting standards that inspire worldwide.

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