

Australia's Servcorp to expand in India

To set up virtual offices in metros

V. Rishi Kumar

Hyderabad, Dec. 21

After two successful initiatives in India in partnership with K Raheja Corp in Mumbai and Hyderabad at MindSpace, the Australian virtual offices creator for businesses, Servcorp, now plans to expand in the country.

The General Manager of Imperial Servcorp, Ms Meenal Sinha, said, "the two centres created about eight months ago have become popular and we are now looking at establishing similar centres in all metros in the

country by next year to be followed in other cities."

Speaking to *Business Line*, Ms Sinha said Servcorp helps start-ups and multinationals entering new markets with ready-to-use office space. The entire support, technology back-up, including systems are provided by Servcorp.

Such facility is ideally suited for companies with one to 10 people, who come into a new place and want to get cracking. As and when they are ready to shift, they move over to a permanent

► *Servcorp helps start-ups and multinationals entering new markets with ready-to-use office space.*

place. Some may draw comparisons to facilities provided by star hotels for offices. The advantages these virtual offices bring far outweigh what hotels offer, she explained.

Multinational corporations (MNCs), can harness the potential of infrastructure created by Servcorp, including common reception,

Web conference facility and even host conferences and board meetings, she said.

The K Raheja Corp. has entered into exclusive arrangement with Servcorp to offer fully functional serviced offices. The market is set to expand in India and there is hardly any estimate as to what is the potential for such business making early in-

roads, she said.

"In the short period we are in India, we have experienced that new start-ups, those looking at locational expansion, evaluating growth prospects, or working during contract period, are taking to this. Therefore, we will set up centres in all the metros by next year and are also evaluating more satellite centres," she said.

Servcorp's Hotdesk offers most of the services online enabling people to access information in new location, she said.