

Coworking Becomes the New Cool

Inside the collaborative world of coworking, the benefits it's yielding start-ups and why a clutch of entrepreneurs is ramping up such spaces in double-quick time



Anjali Batra, 24 (right), Shuchir Suri, 26 (standing), co-founders, Food Talk India, and Akhil Chandra, 30 (centre), founder, Studiomosaicapps.com

COWORK OUT OF Social Offline in Delhi

WHAT THEY DO Food Talk India is a crowdsourced online platform to share culinary adventures; Studiomosaicapps is an app-publishing studio

WHY COWORK It helps make business connections with people, so critical for startups

"We met Chandra here who will now help us market our app"

Anjali Batra

:: Suman Layak & Malini Goyal

At 28, Ritu Ghuwalewala learnt to fire an employee. Highly qualified, he was a crucial and only local member of her team in Mumbai back in 2012. For Ritu, an Indore girl, this was a tough, growing-up moment. "If it had been an office where ours was the only company, I do not know how I would have done it," says Ritu, whose brother and co-founder of their start-up, Aditya, worked out of the United States.

Luckily she was not operating out of her own office. She had peers around her. At

Bombay Connect, a coworking hub in Mumbai's upscale neighbourhood of Bandra, Ritu had a large group of entrepreneurs to advise her on how to let go of an employee who wasn't shaping up.

The Ghuwalewalas had started big-data analysis firm MavenMagnet in 2009. Aditya had written the software in the US and Ritu, who had worked with Johnson & Johnson earlier, started the research teams in India. Ritu chose to work out of Bombay Connect in 2012 and build her Mumbai team, which



PHOTOS: KAPIL

Riyaaz Amlani
founder, Social Offline

ACCOMMODATES
50 people

USP A café that doubles up as a coworking hub; owned by the Impresario Entertainment & Hospitality chain, which plans to have 150 such outlets soon