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VERTICAL OFFICE PLANNING

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Synthesising Synergies

Project: Bharti Airtel Centre, Gurugram, Haryana
Architects: NCUBE Planning and Design Pvt Ltd, New Delhi

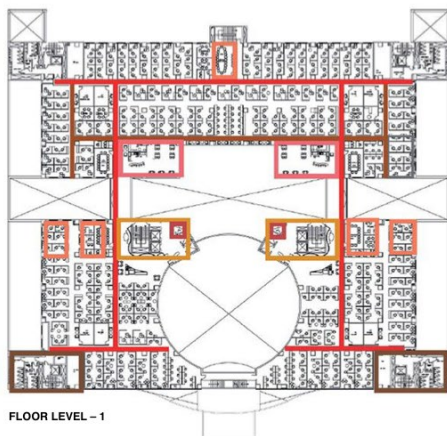


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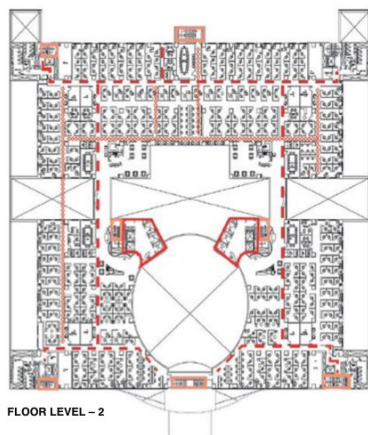
The vision of 'One Airtel' witnessed 19 Airtel offices across the city of Gurugram consolidated to a single location to house nearly 4000 people in the One Airtel Centre. To increase business synergies and provide a world-class work environment to the Bharti-Airtel employees, the key drivers for the design of the space were the four DNAs of the firm: Think Fresh; Can Do; On My Side and In Touch.

The company has complied 'The Airtel Workplace Guidelines' for everyone involved in the planning, designing and construction of the new offices to serve as a tool to provide detailed information on what they expect to achieve in each new location. The company's corporate real estate team with its partner architects (formerly known as NELSON), created a workplace environment program to reshape the existing portfolio.



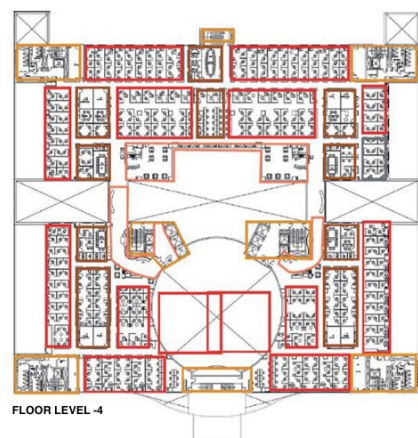
FLOOR LEVEL - 1

- PRIMARY CIRCULATION
- SECONDARY CIRCULATION
- FULL HEIGHT PARTITION
- PUBLIC VISITATION LOBBY
- ENTRY/EXIT POINT
- BREAK AREAS
- BUILDING COMMON
- WORKSTATIONS



FLOOR LEVEL - 2

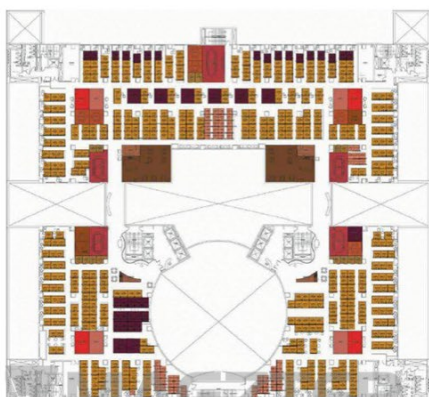
- PRIMARY CIRCULATION
- SECONDARY CIRCULATION
- ENTRY
- EXIT



FLOOR LEVEL - 4

- FIXED SOLID MASS
- FLEXIBLE SOLID MASS WITH TRANSPARENCY
- FIXED OPEN ELEMENT
- FLEXIBLE OPEN MASS

- BREAKOUT
- CABIN
- CONFERENCE ROOM
- COPY AREA
- CUBICAL
- HUB ROOM
- MEETING ROOM
- QUITE ROOM
- SHARED STORAGE ROOM
- WORKSTATION A
- WORKSTATION B
- TOTALS



FLOOR LEVEL - 5



Employee satisfaction and productivity is an integral component of the corporate vision. The project acted as a pilot project with a focus to provide occupancy savings for the shareholders, increase associate satisfaction with a better work environment and offer a superior return on investment through workplace standardization.

Creating a world-class facility aligned with international guidelines, an equitable office space was conceived with similar workstations for all employees. This was coupled with open and closed collaboration areas and facilities such as quiet rooms and employee hub areas. Care was taken to create an open office space with maximum

access to natural light for all employees. Defining the entry and exit points, primary and secondary circulation paths, break areas and shared facilities and modulating the workstations and cabin requirements were the key planning steps for the interior architecture of the space for the designers. Both the interior and exterior of the building sport the brand colours. The diffused colourful LED Lighting of the building makes for spot-on brand association.

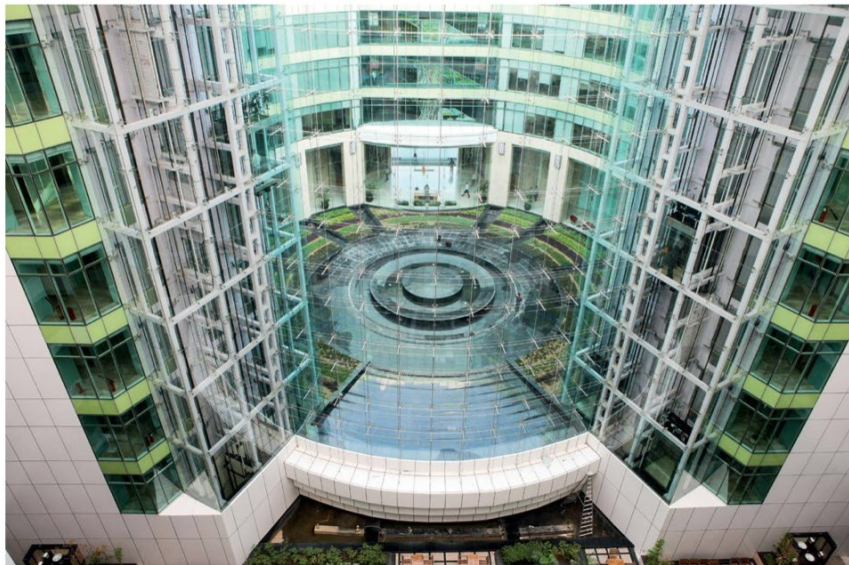
Focusing on creating an open work environment that allows for maximum synergies between employees, the workspace has been designed in a standard module



based on multiples of three. Majority of the employees have been provided with a 6 x 6 workstation with maximum access to natural light. Each workplace has a uniform look and feel. The design has resulted in optimum utilization of the space, increase in power efficiency and uniform access to collaborative workspaces. Meeting spaces are designed to encourage conversations, collaborations and productivity whilst inducing creativity. Employee hub areas have break rooms on each floor that are designed both for personal breaks and informal meetings.

An art mural spreads over five floors and towers over 60ft. Manav Gupta, an internationally acclaimed painter, poet and performance artist was entrusted with creating a contemporary work of art 'Tree of life'. He was supported by around 3500 employees to create this mega masterpiece. The artwork is an interpretation of the desire to create and identify with 'multi-dimensional energy and innovation', a theme that resonates with the brand.

The cafeteria is a communal hub for all employees with a food court offering fresh multi-ethnic cuisines and



beverages. Concierge services supporting the busy employees help in the requisite work-life balance for them. A gymnasium and spa, ATM, a salon, a day care centre, a pharmacy and a wellness centre is proposed for the future with a goal to provide the best amenities to all the employees. ✚

Factfile

Client: Bharti Airtel Ltd

Consultants: NCUBE Planning and Design Pvt Ltd (Structural, Mechanical, Electrical, Interior, Landscape & Plumbing, HVAC)

Built-up area: 7,00,000sq ft

Year of completion: 2016