

ADDRESS.CO

THE VIRTUAL OFFICE COMPANY

Vision Card

Rooted by values, lifted by purpose.

Manifesto

- 01 Today is a beautiful day — a perfect day to say goodbye to old ways of doing things.
- 02 Today, I will **Build Customer Success Stories** by enabling myself and all my Address.co members to rise above our limiting paradigms.
- 03 Today is a day to break paradigms and ask myself, “What is impossible for me to do today in my life or business that, if it could be done, would fundamentally change what I do?” — and then actually do the impossible today.
- 04 Today, I will not hold myself back. I will **Bring Meaningful Transformation** to the lives of everyone who comes in touch with me.
- 05 Today, I will ignite the **Doing Spirit** in myself and work with an absolute **No-Entitlement Attitude**.
- 06 Today, I will **Demand Excellence** from myself and everyone around me.

- 07 From today onwards, I will have a **Quest to Learn** and work hard to upgrade my **Domain Expertise**.
- 08 Today, I will set an example for the world with my fearlessness and confidence, and by doing all of the above, I shall **Leave My Mark** behind.
- 09 Today, I will think beyond all constraints of time, money and resources, and be a **Possibility Thinker**.
- 10 Today, I will be extremely **Responsive** and produce exceptional **Results** in everything I do.
- 11 Today, I will challenge all conventional ways of doing business and **Rock the Boat in the Middle of the Sea**.
- 12 Today, I will say no to all **Emotionally Draining Distractions** and will not let any personal or professional tragedy affect me.
- 13 Today, I will do all of the above by **Accepting No Limits, Bringing Alternative Thinking and Driving Positive Change**.
- 14 From today onwards, I will live my life in a way that makes me a benchmark for human excellence.

- 15 By doing all of the above, I will not only **Create Success Stories** for myself, but also for my Address.co members and the entire ecosystem — and thereby **Live a Life That Cannot Be Duplicated**.

WHAT WE STAND FOR

Brand Promise

Customer Success

THROUGH

Service & Innovation

BY MEANS OF

Standardisation

Customisation

Personalisation

Core Purpose

To provide business solutions to entrepreneurs by **shifting their conventional mindset** and enabling them to **scale their businesses without incurring bad costs**.

HOW?

By spreading awareness of virtual office solutions through every possible channel — by being omnipresent.

WHY?

So that entrepreneurs can save a large part of their capital investment on physical offices and put it into other areas of the business, improving its efficiency.

Core Values

01 Result Multiplication

02 Accountability

03 Transform People

04 Integrity

05 Never Give Up

06 Gratitude & Respect

Result Multiplication

Aim higher, deliver more.

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- **Go Beyond Normal** — Find better, faster ways to get things done.
 - **Raise the Bar** — Set higher standards every time, and meet them.
 - **Demand Excellence** — Expect the best from yourself and everyone around you.
 - **Stretch Yourself** — Push your goals, targets and thinking a little further.
 - **Think Limitless** — Be an out-of-the-box thinker and solution provider.

Accountability

Own it, from start to finish.

- **Take Ownership** – Complete everything you are responsible for, and more.
- **Respond Fast** – Acknowledge quickly, even if the fix takes time.
- **Influence, Don't Explain** – Bring new ideas and drive positive change.
- **Admit & Correct** – Own up to mistakes and fix them fast.
- **Close the Loop** – Finish what you start, with persistence.

Transform People

Learn every day, grow every day.

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- **Keep Upgrading** — Build your knowledge, skills, habits and creativity constantly.
 - **Be a Sponge** — Absorb knowledge and turn it into action.
 - **Beat Yesterday** — Ask daily: “Am I better today than I was yesterday?”
 - **Learn from Anyone** — Never let ego or shyness stop you from asking.
 - **Stay a Work in Progress** — Make no assumptions; keep learning.

Integrity

We do the right thing.

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- **Be Honest** — Always speak the truth and be transparent.
 - **Keep Your Word** — Do what you promise.
 - **No Shortcuts** — Always choose the right way, even when it's difficult.
 - **Own Your Mistakes** — Accept mistakes, fix them and learn from them.
 - **Do the Right Thing** — Even when nobody is watching.

Never Give Up

Keep going, whatever it takes.

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- **Keep Going** – Challenges are part of the journey.
 - **Find a Way** – When one way doesn't work, try another.
 - **Learn from Failure** – Every setback is a chance to improve.
 - **Stay Positive** – Believe that things can get better.
 - **Finish What You Start** – Stay committed until the goal is achieved.

Gratitude & Respect

Grateful to all, respectful of everyone.

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- **Be Thankful** – Appreciate the people who support us.
 - **Respect Everyone** – Treat every person with dignity.
 - **Value the Team** – Recognise each person's contribution.
 - **Appreciate Effort** – Celebrate hard work, not just results.
 - **Stay Humble** – Success should make us more grateful, not less.

Big Hairy Audacious Goal

B . H . A . G .

To become **India's largest commercial address provider** by 2040, serving 1 million businesses and entrepreneurs, and helping them save ₹30,000 crore of working capital currently wasted on office infrastructure.

2040

TARGET YEAR

1 Million

BUSINESSES
SERVED

₹30,000 Cr

WORKING CAPITAL
SAVED

Vivid Description

- 01 Address.co will have **global operations** across all major regions, including the Americas, Europe, East Asia and the Middle East.
- 02 We will work with our team members to **elevate them as entrepreneurs** and help them fulfil all their dreams.
- 03 Address.co will be a **happy place to work**, where every Parivaar member achieves financial freedom.
- 04 Address.co will **transform the lives** of Parivaar members through education, training and upskilling.
- 05 Address.co will encourage Parivaar members to become **role-model leaders** and uplift people's lives.
- 06 Address.co will be **recognised by the Government of India** for growing entrepreneurship, developing the ecosystem and saving millions in bad costs for businesses.

- 07** Address.co will always prefer, promote and inspire **Women Empowerment and Women Entrepreneurship (“WEE”)**.

5 Attributes Required

At Address.co, we seek individuals who reflect these five key attributes — a must for everyone, and **non-negotiable for leadership roles**.

01 Independent Thinking

With great power comes great responsibility.

- Every team member must set their own vision, purpose and direction.
- Own your thought process and point of view — right or wrong.
- If you can't think, you can't lead.

02 Ownership

- Ownership is a commitment to delivery — on time, with quality service.
- Connect with the purpose; focus on the result.
- Organisations are led by “mothers”, not “maids”.

03 Self-Management

Everything on my own.

- Self-manage: self-direct, self-plan, self-monitor and self-correct.
- Drive your tasks yourself – without reminders, with discipline and devotion.
- Need minimal intervention from managers and superiors.
- If you can't manage yourself, you can't manage others.

04 Learning Orientation

- To err is human; to repeat is criminal.
- Learning is life! We get outdated every day.
- Reflect on and analyse your experiences, then apply the lessons in planning.
- Upgrade yourself continuously to be a better person tomorrow.

05 Problem Exploration & Problem Solving

Face any problem head-on.

- We exist to create solutions, not to restate problems.
- Explore, dig deep and generate ample solutions to every problem.
- Operate from the “solution end”, not the “problem end”.
- Progress from being reactive to being proactive.
- Realise that to serve is to find a solution — not merely to “answer a query”.

11 Preferred Practices

The 11 Preferred Practices at Address.co are our code of conduct and a reflection of our non-negotiable principles. They serve as a **compass**, guiding every member of our organisation to rise above personal paradigms and contribute meaningfully to a shared vision.

They help us prepare for the “how” of approaching our tasks at work, and encourage us to **act with integrity, deliver with passion** and always strive for excellence in everything we do.

At a Glance

- 01 Today in Line with Tomorrow
 - 02 Data-Based Decision Making
 - 03 Take Things to Closure
 - 04 Nothing Is Impossible
 - 05 High Ethical Standards
 - 06 Self-Management
 - 07 Responsible Existence
 - 08 Nothing Waits for Anybody
 - 09 Non-Transactional Approach
 - 10 Do Whatever You Do with Your Heart in It
 - 11 Take the Law into Your Own Hands
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01 Today in Line with Tomorrow

- Align our current actions and decisions with future goals and objectives.
- Define tomorrow before deciding for today. This means developing a strategic plan – what we plan to do, where we want to be and how best to get there – and equipping ourselves to deliver in every aspect.

02 Data-Based Decision Making

- Make informed decisions supported by reasoning – based on data and information, established facts and precedents, and analysis-led pointers within a logical framework and set organisational norms.
- Make decision-making systemic, not person-dependent.

03 Take Things to Closure

Nothing kept hanging.

- Take the tasks and projects at hand to their meaningful conclusion.
- Close all loops: no loose ends, and no actions suspended without a finite timeframe. Close all communication loops too.
- This calls for commitment to complete assigned tasks and responsibilities with the discipline and tenacity to see them through to the finish.

04 Nothing Is Impossible

The question is “how?”

- Be a “possibility thinker” and have a “can-do” attitude. (See the chapter “Be a Possibility Thinker” in *Eleven Commandments of Life Maximization*.)
- Possess a dogged refusal to be bogged down by any challenge. The guiding belief is that there is always a way to overcome any challenge and achieve extraordinary things. The question is never “if”, but “how”.

05 High Ethical Standards

- There are three standards:
 - **Expediency** – not even doing the bare minimum.
 - **Adequacy** – doing only as much as is required.
 - **Excellence** – going out of the way to do it.
- Act with integrity, honesty and fairness in all actions and decisions.

06 Self-Management

Adult-to-adult working.

- Stop being an emotional child. An emotional child needs to be told or reminded to do their tasks.
- An emotional adult does not need to be told, reminded, followed up, cajoled, monitored, pushed, inspired or kicked to get things done. We need emotional adults, not emotional children.

07 Responsible Existence

Responsible presence, absence and exit.

- You are responsible even in your absence. Your exit, too, should be responsible, gracious and magnanimous.
- Bring all four aspects to the workplace – body, mind, heart and soul: the whole-person concept.
- Keep other people in the know.
- Don't forget, abdicate or push things onto others. Don't justify, shame or blame (JSB).
- Take personal responsibility (TPR).

08 Nothing Waits for Anybody

Work will be done by the deadline.

- Time is a finite resource and waits for no one. It keeps ticking regardless of our readiness, so opportunities and tasks must be addressed promptly.
- Be quick in decision-making. Focus on timely action. Work on beating deadlines rather than merely meeting them.

09 Non-Transactional Approach

Relational, not transactional.

- Transactional approaches are shallow and non-emotional; they ask, “What’s in it for me?” (WIIFM).
- Address.co is transformational, not transactional.
- Building and maintaining relationships with customers is crucial for any business. It involves creating meaningful connections, providing excellent service and fostering loyalty.
- Cultivating positive energy in our people helps build customer relationships.

10 Do Whatever You Do with Your Heart in It

- Dil se karo kaam — do it with love.
- Love what you do, and do it with your heart in it.
- Don’t do a shoddy, superficial or shallow job. Let your work represent your personal brand.

11 Take the Law into Your Own Hands

A last resort — only in the customer’s interest.

- Customer interest comes above all — even if it means bypassing rigid organisational rules, especially in emergencies when there is no time to consult.
- Use this only in exceptional and extraordinary circumstances.

Kona Kona Address.

Rooted by values, lifted by purpose.

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