



# DLF EDGE

New Generation Workplaces

11th Edition

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Work-life Balance at

**DLF**  
Cybercity

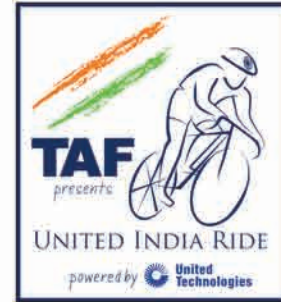
# DLF CYBERCITY PEDALS TOWARDS A HEALTHIER & GREENER FUTURE

The "United India Ride", unveiled the new face of DLF Cybercity as a business district where the urban Indian can enjoy commuting to work while soaking in Gurgaon's world class infrastructure.

In a first of its kind initiative in Delhi/NCR, DLF in association with The Atlanta Foundation (TAF), organised a cycling event aimed at promoting cycling as an eco friendly and healthier lifestyle choice amongst corporates in Gurgaon. The event owes its genesis to recent studies indicating that people who cycle to work maintain a healthy weight and pre-empt diseases like obesity, diabetes and high blood pressure. For a corporate professional, this blessing in disguise means saving on time and also big bucks spent at the gym. Pedaling through the convenient

cycle tracks within India's 'largest integrated business district' also means that the cyclist's safety is maintained from the fast-moving vehicles dotting Gurgaon roads.

The event witnessed a support of more than 1200 participants consisting of women and children



Hosted by  
**DLF**  
Cybercity

"In these competitive times, it is difficult to strike a balance between work and life. We want to introduce cycling for a healthier, environment friendly and efficient city. As a responsible developer, the concept is in accordance with our landscaping integrated with pedestrian walkways for a truly integrated DLF Cybercity. It's a cost-effective, fuel efficient solution to Gurgaon pollution and avoids traffic jams."

– Amit Grover  
National Director, DLF Offices



The "United India Ride" was an initial step towards the vision of making DLF Cybercity as the first "Cycle Ready Business District" that took "Active Commuting" to a next level.

**What's Active Commuting?**  
Walking, bicycling, car pool, metro and using other forms of transportation to get to work or school that increases physical activity, reduces traffic congestion, improves air quality, saves money, reduces stress, and increases safety.





to the employees of over many corporates like KPMG, Deloitte and United Technologies. The event also underlined charitable causes like "girl child education" and "female empowerment".

The event spanned a maximum distance of 29 kms with security personnel dotting the area to provide a safe and hassle free ride to the cycling enthusiasts. It featured two types of routes – a 29 km signature ride for hardcore cycling buffs, and a 2 km special 'joyride' stretch for families of employees.

*"I've never experienced something like this in my life,"* said a Deloitte employee. *"This concept is a great idea to save on fuel and promote healthy habits."*

For another participant, the event turned out to be a window to self discovery. *"This event has come as a pleasant surprise to me. I tested my limits and realised that there's a lot more that I can do".* Another participant opinion that "it's about discovering your strengths and weaknesses".



Cycling keeps you fit, energetic & disease free

Saves on petrol and is low on maintenance

Greener option to cars and other fuel driven vehicles

Win-win situation: Enjoy the infrastructure as you glide to work

Cycling is great fun but it is important to get the right equipment for the activity. Head gear, kneepads, elbow pads should all be in place when cycling.

*Clearly, the ride into the future has begun !*

**DLF**  
**Cybercity**  
India's Largest Integrated Business District



# Cybercity corporate sing their own tunes, thanks to Friday Jam @ CyberHub

After their weekly grind of hard work & stress, DLF Cybercity professionals can now unwind and unleash their hidden talent at a public platform. In an innovative move, DLF has created 'Friday Jam', a first-of-its-kind event for the employees working in DLF Cybercity to promote team spirit & camaraderie that extends beyond work boundaries.



Nearly a month after its launch, 'Friday Jam' which is held at DLF 'CyberHub Amphitheatre' every Friday evening, boasts of performances from corporates like Ericsson, Coco Cola, Infosys, American Express. *"We e-mailed to companies inviting participation from their employees. Friday Jam is held between 7pm-9 pm and individuals can perform solo or with a group in form of a band,"* CyberHub team explains.

As the name suggests, 'Friday Jam' is built along the lines of a music concert and acts as an ice breaker. The performing bands cajole the audience to participate by singing and dancing along during their performance. On the sidelights of this event, an emcee keeps the audience entertained with fun activities.

Retired Group Captain K.K. Devgan and his wife Shashi Devgan who frequently visit 'CyberHub' were pleasantly surprised to stumble upon the 'Friday Jam'. *"Watching these youngsters perform was such an electrifying experience. I'm not a fan of flamboyant music, but the enthusiasm, positivity and happiness they exuded during performance, touched a chord somewhere,"* said Captain Devgan who resides in DLF Park Place.

*"These kind of activities are often held abroad to help the corporate professionals relax and get to know each other*

*better. It is nice to see something similar in Gurgaon which too has world class infrastructure and a young spirit,"* said Aman, an NRI.

While a lot of bathroom singers have made it to the stage and received glowing reviews, 'Friday Jam' has also strengthened bonds amongst colleagues and teams. People from the participating band have not only drawn closer but often the presence & encouragement from their colleagues has fostered team spirit and kinship.

*"This is a fantastic platform to showcase the talent of our band. Corporate jobs can be very monotonous and 'Friday Jam' has broken that mould by giving us exposure,"* said Ericsson employee Ankit Gupta whose band 'Blue Odeseey' has already performed.

American Express employee Raghav Sehgal of the band 'Soul Inclination' bonded with strangers who are now his friends. *"Friday Jam is a cool concept and a fabulous experience. It takes the pressure off work and is a great way to de-stress after a week of hard work"* says Raghav.

Friday Jam aims to spread its wings further by eventually hosting a competition event between teams of 'Cybercity' organizations through an inter-corporate phase.

“We are looking at promoting DLF CyberHub not only as a Food and Beverage Hub but also as the HUB for Music and all kinds of Art. One of the primary reasons for us to introduce Friday Jam was to build a sense of community amongst the employees of corporate offices in DLF Cybercity. The corporate teams come down and cheer for their colleagues and a lot of ice breaking happens at the Amphitheater with the emcee engagement activities.

Friday Jam is a unique and first of its kind concept in the country which provides a platform to the employees from corporate offices of DLF Cybercity to showcase their talent. Friday has been carefully chosen as the day for them to get out of their offices to unwind and rejuvenate as they Jam together while others enjoy their musical performances. We have received a phenomenal response from participants so far and we are now excited to take this to the next level where the “War of Friday Jammers” begins. These corporate bands battle it out for the ultimate winning Corporate Band of the year.

Our endeavour is to continue conceptualising such properties/Events to provide our visitors with world class entertainment options.”

– Anant Verma

Business Head, DLF CyberHub

## What makes 'Friday Jam' so popular?

- Forges a sense of community & team spirit
- Improves employee morale
- Increases motivation
- Music is a great stress buster
- Perfect ending to a hectic week
- Showcases fresh talent to audience

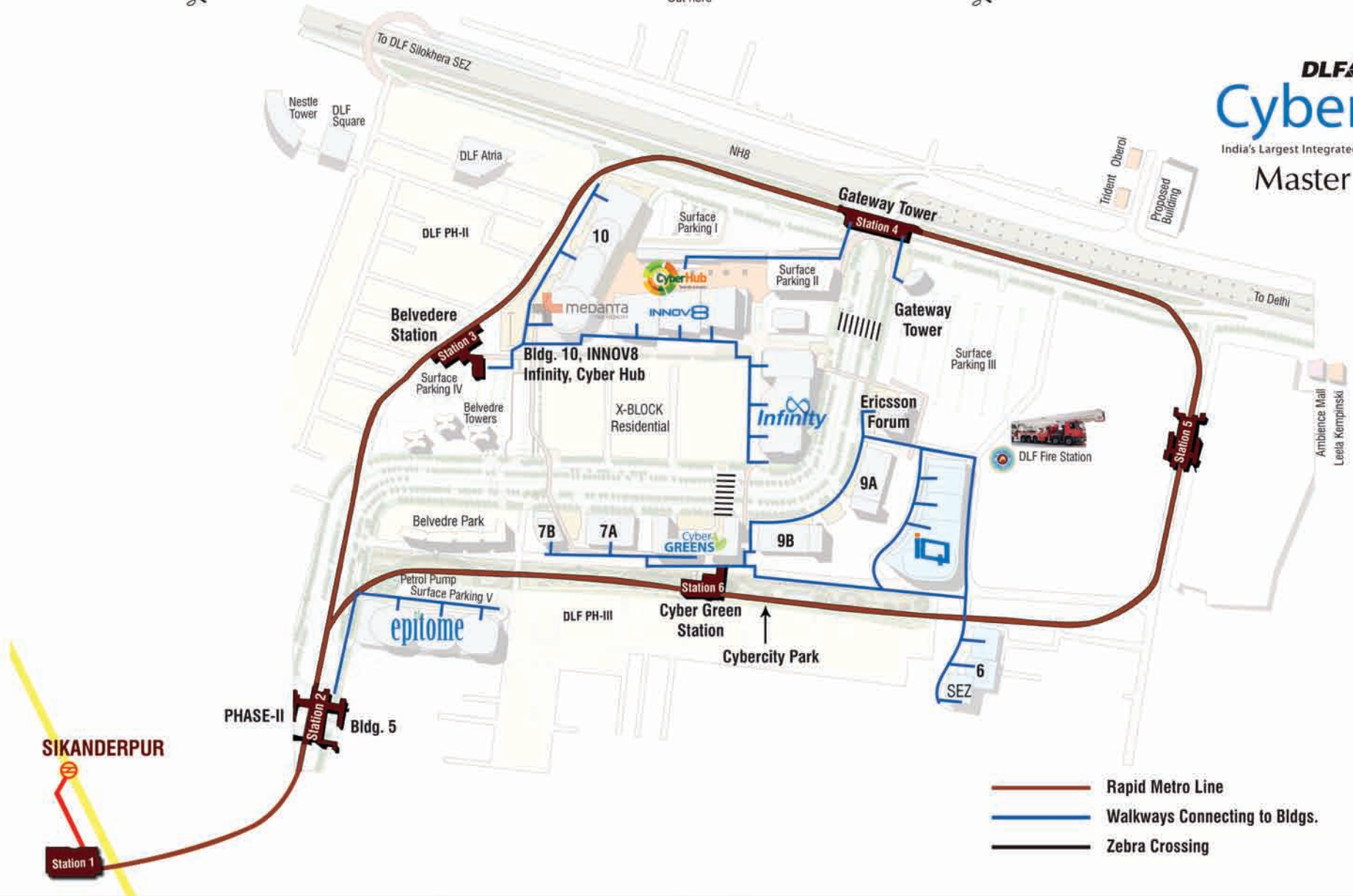


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# DLF Cybercity

India's Largest Integrated Business District

## Master Plan



- Rapid Metro Line
- Walkways Connecting to Bldgs.
- Zebra Crossing

Map not to scale

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