

UrbanWrk Partners with Breathe Aromatherapy to Enhance the Workplace Experience with Signature Scents

Category: Business

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The modern workplace continues to evolve beyond aesthetics, and UrbanWrk, a leading managed workspace provider, is embracing this progression through the strategic use of fragrance. Fragrance has the power to transform workplaces, offering far more than just a sensory treat. A thoughtfully curated sensory experience can significantly reduce stress and

energize the mind, making it a vital element of modern work culture.



UrbanWrk x Breathe Aromatherapy

Through a new partnership with luxury aromatherapy specialist Breathe Aromatherapy, UrbanWrk is enhancing the sensory landscape of its [managed workspaces across India](#).

This initiative in the managed workspace sector leverages scents proven ability to boost productivity, sharpen focus, and reduce stress levels-particularly valuable in urban [environments](#) where professionals spend significant time indoors.

The collaboration introduces two bespoke fragrances from Breathe Aromatherapys “**Fragrances for Spaces**” portfolio. The sophisticated Sakura blend will welcome visitors and employees in reception areas and conference rooms, featuring:

- **Top notes:** Sweet caramel, citrus, and rose
- **Heart notes:** Herbal essence and blackcurrant
- **Base notes:** Rich woody and musky undertones

For washrooms, the invigorating Zesty Citron creates a refreshing atmosphere with citrus notes of orange and mandarin, paired with green and floral undertones.

This partnership strengthens our commitment to [workplace excellence](#)," says Anuj Munot, Founder and CEO of UrbanWrk. We're crafting [environments](#) that actively contribute to our clients' success and wellbeing. It's about creating [spaces that people](#) genuinely look forward to working in.

Deepa Narayan, Founder and CEO of Breathe Aromatherapy, adds, "Research consistently demonstrates fragrances' significant impact on cognitive function and [emotional wellbeing](#). Our [collaboration with UrbanWrk brings](#) this benefit into the professional sphere.

The initiative [reflects UrbanWrk's ongoing commitment to workplace innovation](#), adding another dimension to its comprehensive approach to workspace excellence.

About UrbanWrk

UrbanWrk delivers premium, sustainably operated enterprise-managed workspaces across Pune, Mumbai, Delhi, Gurgaon, Hyderabad, and [Kolkata](#). Our tech-enabled facilities serve an impressive roster of clients including Deloitte, Carrier, L&T, BDO Rise, 3M, Ather, Schneider, SBI General [Insurance](#), ITC Infotech, Capgemini, Saint Gobain, DSK Legal, JM Financials, and Nuvama Wealth. As an upscale, client-centric flex operator, it specialises in creating customised solutions that meet precise [business](#) requirements.

