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Synergy Global Housing Strengthens Global Footprint With Opening of New Office in Hyderabad, India

HYDERABAD, India – Synergy Global Housing announces the opening of its newest Global Solutions Centre in Hyderabad, India. This is the 10th Global Solutions Centre for Synergy, with offices located in London, Dublin, Singapore, Seattle, Los Angeles, San Diego, Orange County (Calif.), San Francisco and San Ramon, Calif. The new Hyderabad office is the second Global Solutions Centre in Asia, with the Singapore Centre opening in 2014.

Synergy understands the importance of being local. Our customers want a partner that understands the complexities of short-term furnished housing in any global market. This doesn't mean simply recognizing that there are housing and cultural differences around the world, but actually having boots on the ground in the markets where our customers need us.

"Synergy's global growth is always in alignment with our customer's needs", said Debra Christopher, Synergy's President. "Having a local presence in India provides Synergy with the ability to expand our global coverage and proactively respond to the increase in the demand for serviced accommodations in country. The new Global Solutions Centre location allows Synergy to better serve its customers in the region."

Becoming fully-operational in India gives Synergy the ability to file local tax invoices and to operate in Indian rupees. These options allow our customers to conduct business on their terms, rather than having to work with a third party or adjust their own business practices. From issues related to banking, payroll, income, services offered and reporting responsibilities, Synergy now has the capabilities to work with its customers in India more collaboratively.

Synergy will hire local Indian experts for property inspections, regional guidance and customer support. This dedicated team will have the regional experience and industry knowledge to provide a guest experience unmatched by other corporate housing providers in India.

We began our staffing process with the hiring of Akshay Yadav to serve as Synergy's Global Account Manager in Hyderabad. Yadav brings years of experience overseeing short-term housing in India for the furnished housing divisions of several property management companies. He is the perfect illustration of how Synergy's people and the relationships they foster define The Synergy Difference. It's also why he was the ideal candidate to become Synergy's first India-based team member.

"We are really excited to integrate with local policy makers and become part of the business community," Debra Christopher said. "Synergy succeeds because of our strong relationships. Our new presence in India is an investment in growing these partnerships in India, and we are excited about what lies ahead."



Synergy chose Hyderabad as the location for our Indian office for several strategic reasons. The city has a thriving economy, fueled by rapid growth within the pharmaceutical and biotechnology industries that have earned Hyderabad the nickname of "Genome Valley." The city's central location also gives access to the rest of India through a maximum 2-hour flight.

"India represents a true growth market for the global economy", said Peter Meyers, Synergy's Executive Vice President of Global Marketing. "In terms of a thriving GNP, urbanization, a rising middle class and increasing consumer spending, India exhibits very favorable indicators for long term viability. As a true economic hub within the Asia Pacific region, India also represents an important location for global expansion of U.S. and multi-national organizations."

Synergy's India Global Solutions Centre officially opened in April and can be reached at +91 40 71055730.

About Synergy Global Housing

Synergy Global Housing brings a superior furnished housing experience to the business travel and workforce mobility industry; providing best-in-class serviced accommodations in more than 55 countries across the globe. Synergy has Global Solutions Centres in: Dublin, Ireland; Hyderabad, India; Singapore; and San Ramon, San Francisco, Los Angeles, San Diego, Orange County, California and Seattle Washington. Through people, passion and innovation, Synergy delivers comprehensive services, custom-tailored to meet each client's individual needs, on a worldwide basis. To learn more, visit <http://www.synergyhousing.com>.