



On Demand Laundry
& Corporate Profile

Global Laundry Care Market is Expected to Reach a CAGR of 5.3% During 2017-2027 - Future Market Insights

APEJ Region to Hold Maximum Share in the Global Laundry Care Market During the Assessment Period 2017-2027 | FMI

NEWS PROVIDED BY
[Future Market Insights →](#)
 Sep 12, 2017, 08:00 ET

VALLEY COTTAGE, New York, September 12, 2017 /PRNewswire/ --

A new report published by FMI titled "Laundry Care Market: Global Industry Analysis (2012 - 2016) and Opportunity Assessment (2017 - 2027)" studies the performance of the global laundry care market over a 10 year assessment period from 2017 to 2027. The report presents the value and volume forecast of the global laundry care market and provides key insights into the factors driving market growth as well as the factors restricting market growth. The estimates point to a revenue growth from about US\$ 75,580 Mn in 2017 to nearly US\$ 126,990 Mn by 2027 end, resulting in a CAGR of 5.3% over the forecast period.



SHARE THIS ARTICLE



How Indian On-Demand Laundry Startups Are Washing Their Way To A Market Worth Billions Of Dollars

 Shweta Modgil
Inc42 Staff
13 May'16 • 17 min read

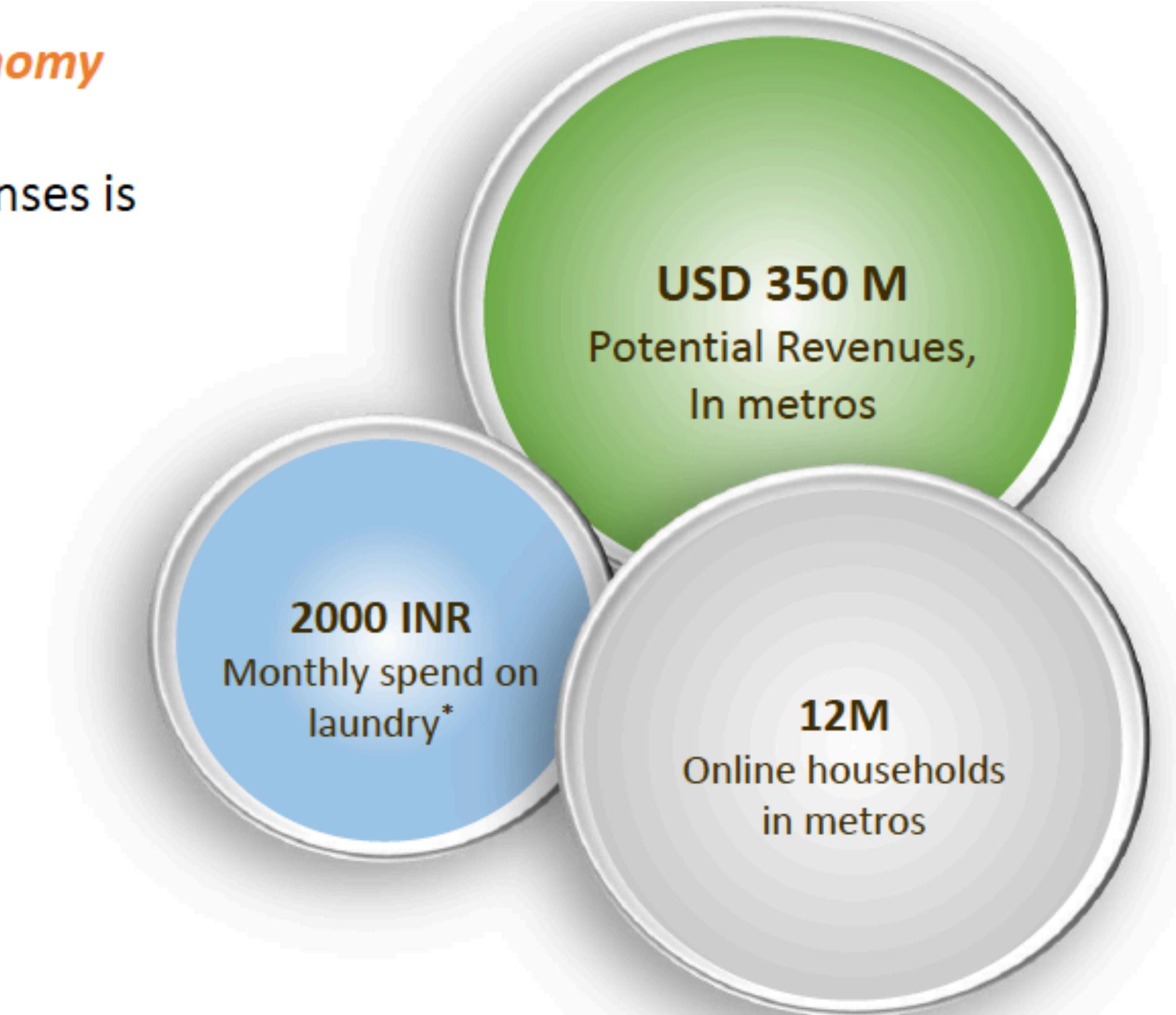
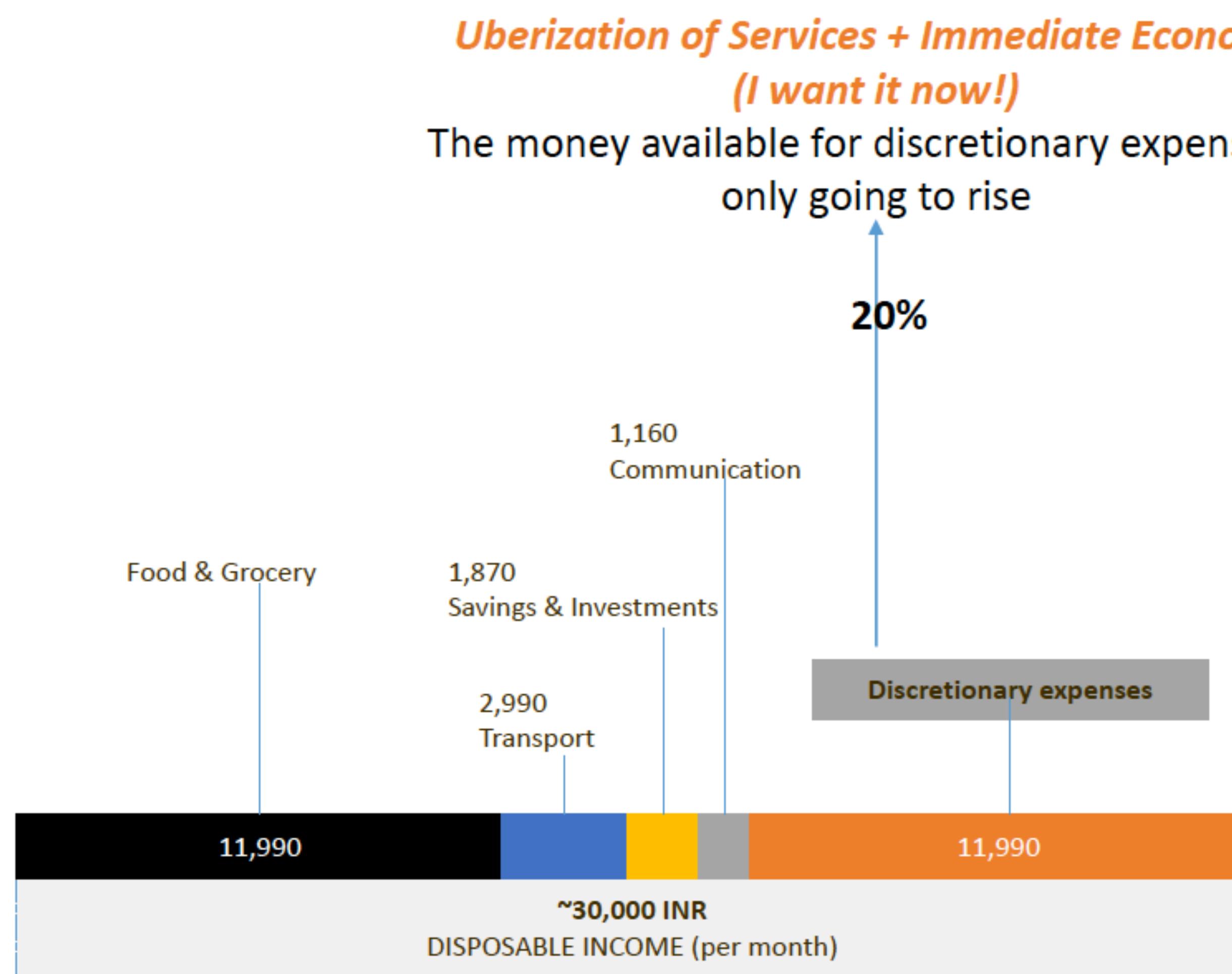
SHARE STORY




 Fill it, shut it, forget it.

This famous tag line of the 1980s commercial of Hero Honda Splendour bike in the 1980s was a wonderful example of brilliant single minded communication which assured buyers of the peace of mind as far as fuel economy was concerned, thus valuing their convenience, time, and effort. Three decades later, the same convenience is being assured by startups in an entirely different space altogether—surprisingly on-demand laundry.

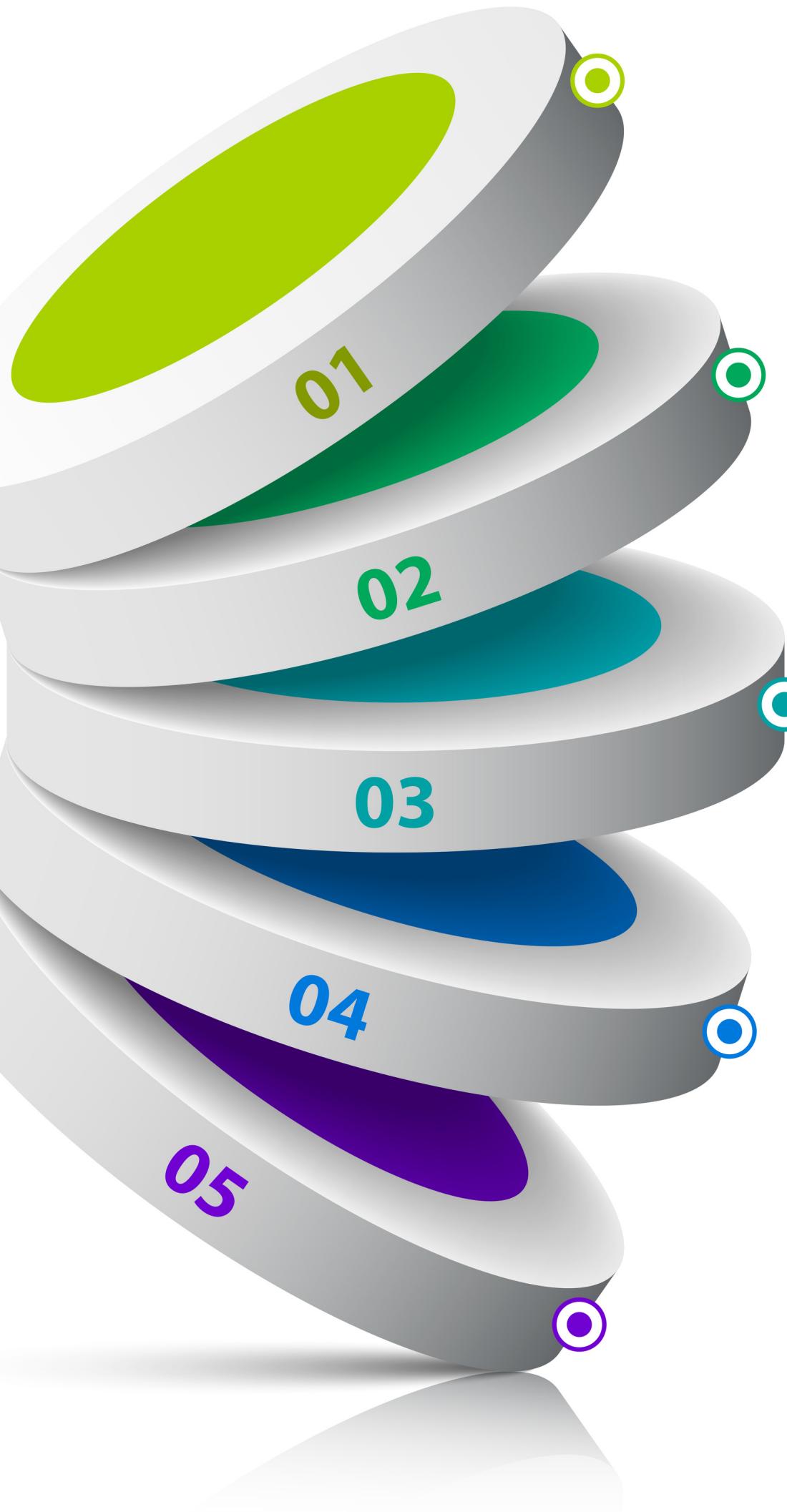
Opportunity present scale just in sight



*Typical laundry spends if people wash at home:

- Maid: INR 500
- Detergent: INR 300
- Ironing: INR 500
- Depreciation of assets + Electricity + Water: INR. 500

Why would people choose a model of ‘laundry-on-demand’?



- Lack of Time**
- Lack of Convenience**
- Zero Research and Wash Techniques**
- Faster Wear of Clothes @ Home Wash**
- Urbanisation and Uberisation**
- Unreliable Dhobies**



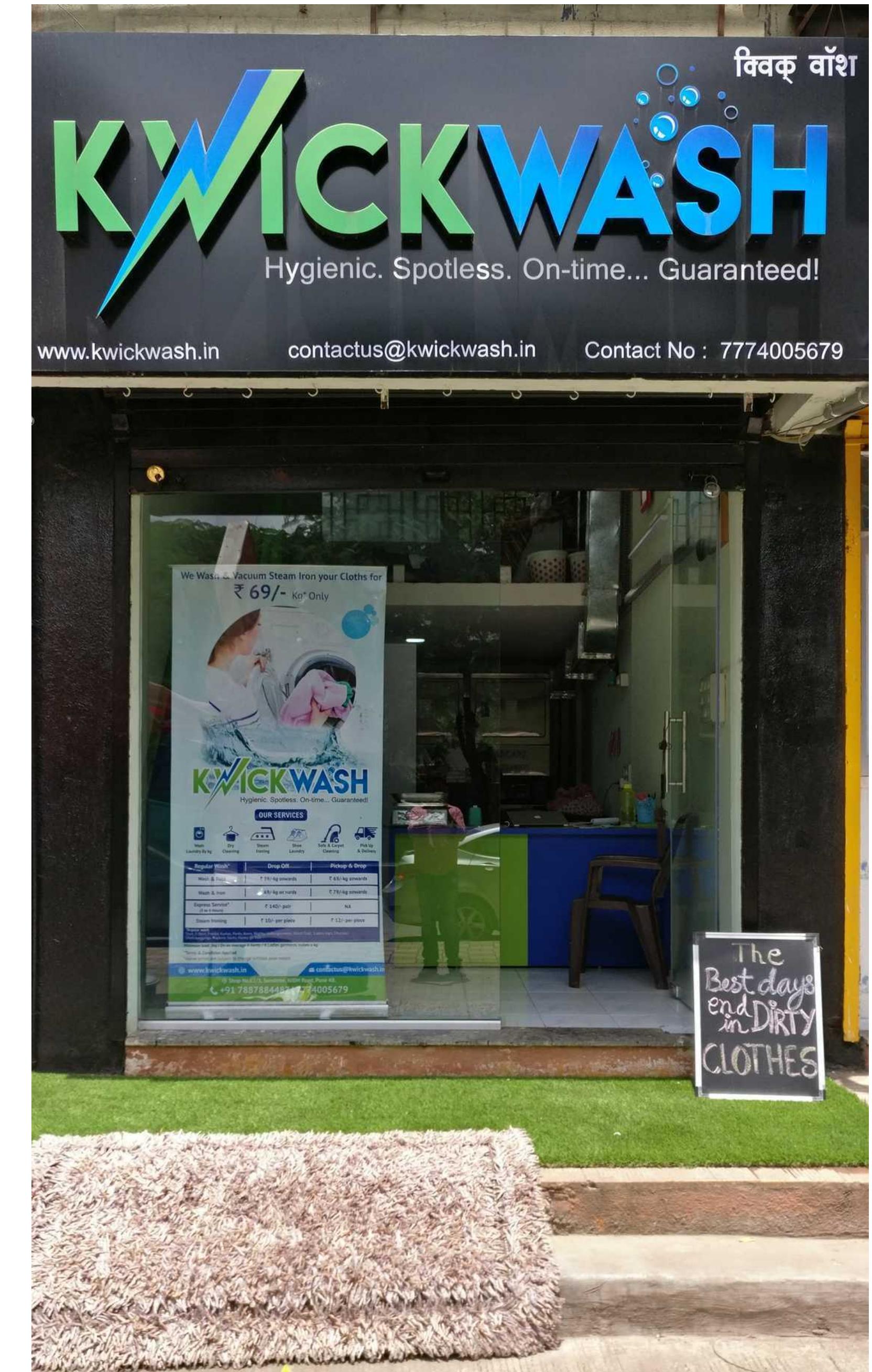
We started our journey in August 2018 with the aim to make sure our clients no longer carry the burden of cleaning their clothes and shoes. We all know how tedious and time consuming it is to do the "laundry", therefore we at Kwickwash decided to take care of your laundry so that you can use your time more productively or just relax.

In the span of two years we have established ourselves as the go-to destination for all the laundry services in some parts of Pune and Mumbai with the aim to deliver the aroma of freshly washed and ironed clothes.

We provide state-of-the-art laundry services to our clients by taking utmost precautions to make sure that every stain is dealt with without harming the fabric. Our Kwickteam will ensure that all your belongings are taken care of, from your favourite sneakers to your Bridal Lehenga.

We use cutting-edge techniques to make sure your clothes are not mixed up. Internationally certified detergents are used to bring your clothes back to life. These detergents are eco-friendly and are gentle on the fabric just to ensure the clothes are good as new.

We are committed to a super-fast delivery. There may be times when you require urgent services, maybe you need to go for an interview or a date whatever it is just let us know and we will ensure that your requirement is dealt with. Our Express Service will make the delivery Lightning-fast. Guaranteed!!!

**4**

Total Store

4

Upcoming Store

2247

Happy Customer

10

Services

285

Products

15034

Orders

What we offer?

Technology Driven Interface

- Automated laundromats
- One touch ordering from the Web and Mobile App



Standard User Experience

- Training on standard operating processes to all franchisees
- Periodic audits to enforce SOP

Affordable Price Points

At 85 Rs/kg for washing and ironing, the per piece price works to about Rs 20 which is comparable to the "local dhobi"

Convenience Delivered

- Order Tracking, delivery in 24 hours
- Wash buddy App, acts as single point of contact
- 24*7 call centre also in place



Identify

We sort the fabric by colour and share (Light, White & Dark) to ensure that colour mix-up and fading can be avoided.



Wash

We wash the clothes with state-of-the-art technology to ensure the clothes are clean and fresh. We ensure the stains are removed and the fabric is fresh.



Dry

We dry your clothes in the hygienic environment as per the quality and material of the fabric. We care for your fabric just as you do.



Steam Iron

We only use steam iron with (at) appropriate (temperature not heat) heat which is gentle on your clothes and hard on the wrinkles.



Packing

Once all the process is done we pack all your belongings and it is ready to be delivered On-time!



Delivery

We always deliver your belongings carefully to make sure you smile whenever you receive your clothes. This is our Guarantee!

Our Team



Anup Sharma

Founder



Mary Artee Sharma

Co- Founder



Niraj Jain

Legal & Financial Consultant



Santosh Shukla

Mentor



Deepak

Mentor



Niteen Phansalkar

Mentor

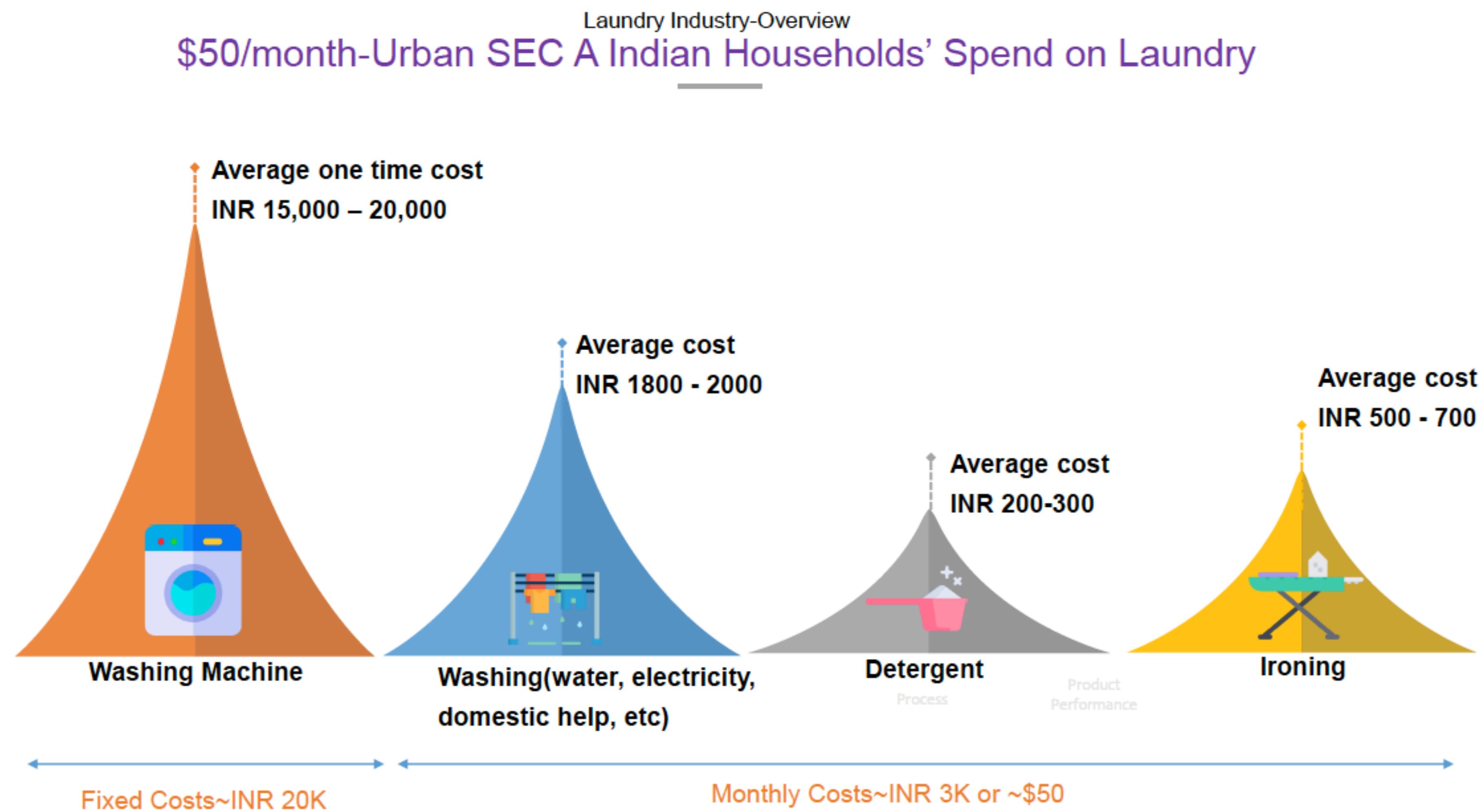


Monochrome Lab

Tech Team

Laundry Industry Overview

\$50/month-Urban SEC A Indian Households' Spend on Laundry

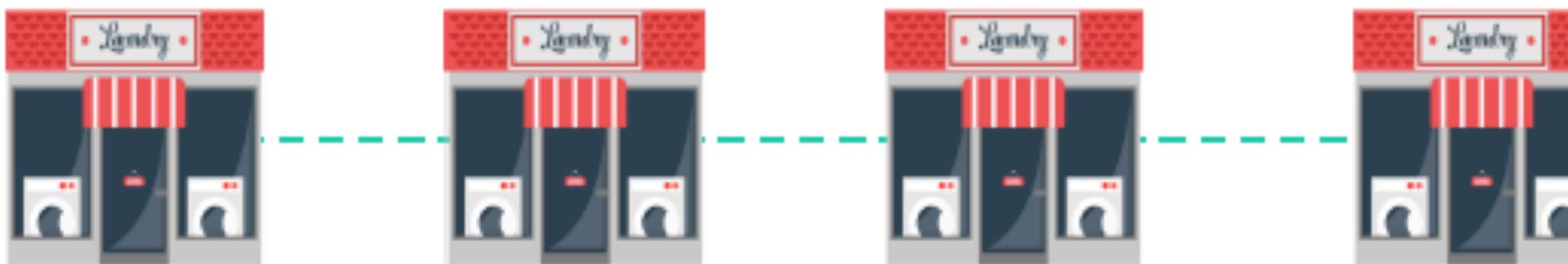


Traditional Laundry Service Models Struggle to Scale

LAUNDRY BRICK & MORTAR INDIVIDUAL STORES



LAUNDRY BRICK & MORTAR CHAINS



ON DEMAND / AGGREGATION LAUNDRY SERVICES



1

Slow Scalability

Capital intensive & low margins are an impediment to growth and scalability. Individual stores cater only to the local area and do not have the risk appetite to expand



2

Shortage of skilled labor

Dependence on skilled labor leads to a greater cost of human capital. Even after introducing software and machinery, dependence on manual work is not eliminated.



3

High Logistics Cost

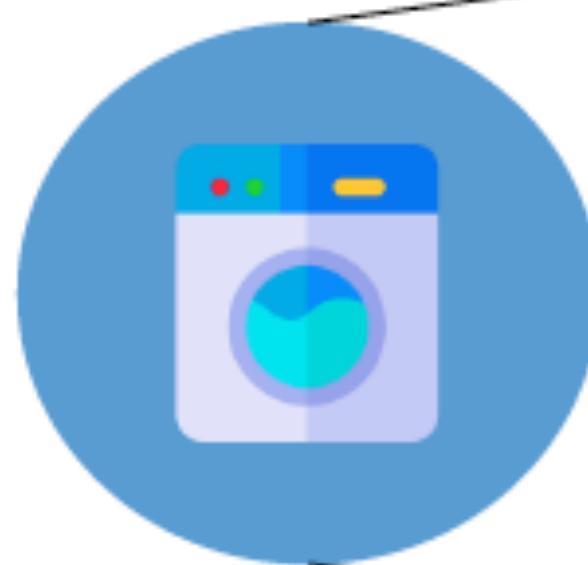
With low margins and high logistics cost the on-demand laundry services are finding it very difficult to breakeven and scale fast. Maintaining quality with increased orders is another problem.



Leaving the market highly fragmented and ripe for consolidation

2,20,000 Cr

Market Size of Indian Laundry Industry



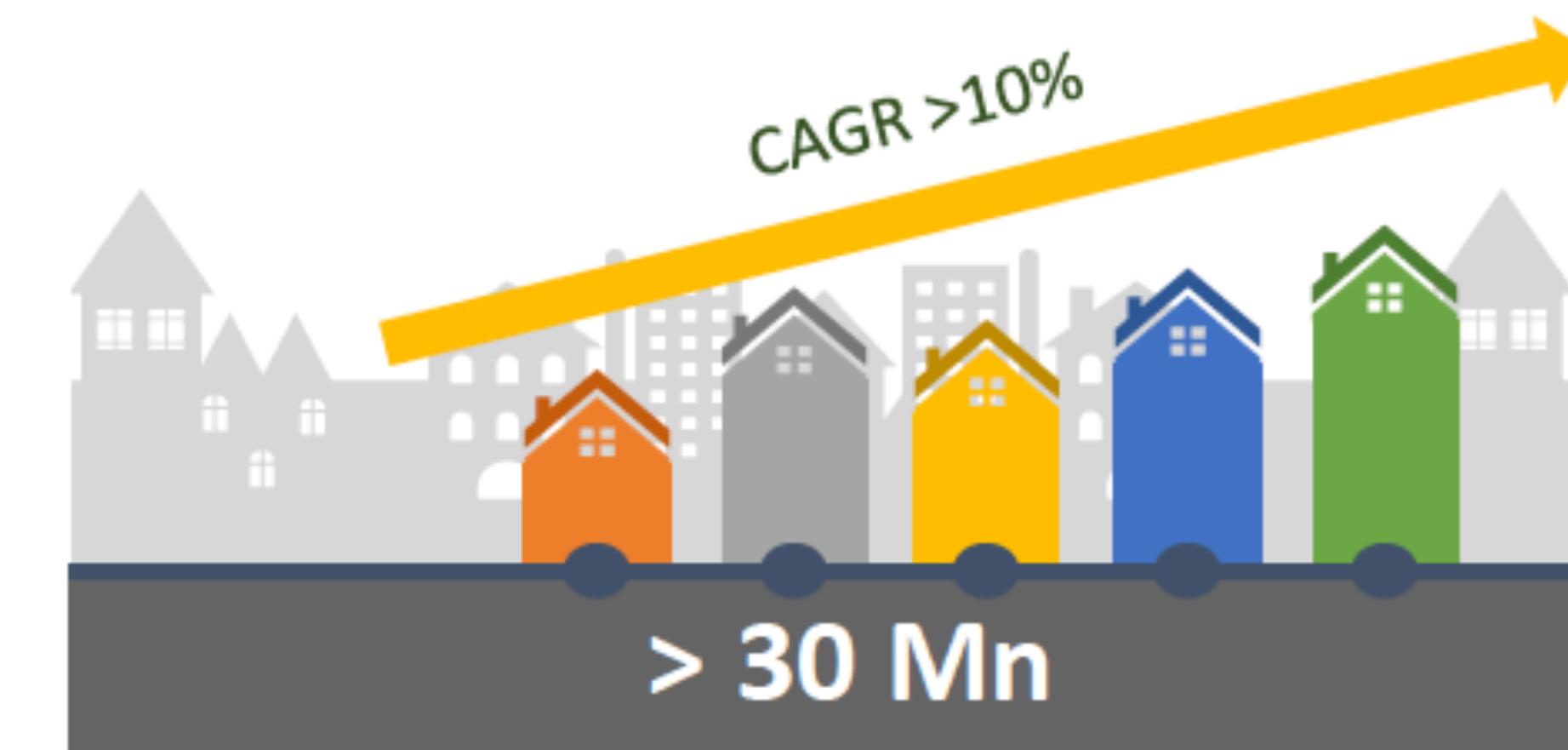
>750k
Establishments

5%

Organized market in laundry services

98%

Micro Laundries with fewer than 10 workers



(~8% of 400 Mn urban households), are currently spending over \$50/month on laundry

Our Hybrid Model Can be a game changer in a fragmented market



1 Standard Customer Experience across the board enables scale 

2 Training And Audit to Enforce Processes 

3 Highly cost effective Pickup and delivery 

Why Now!



Growing Double Income, Urban Millennial couples with increasingly hectic schedules



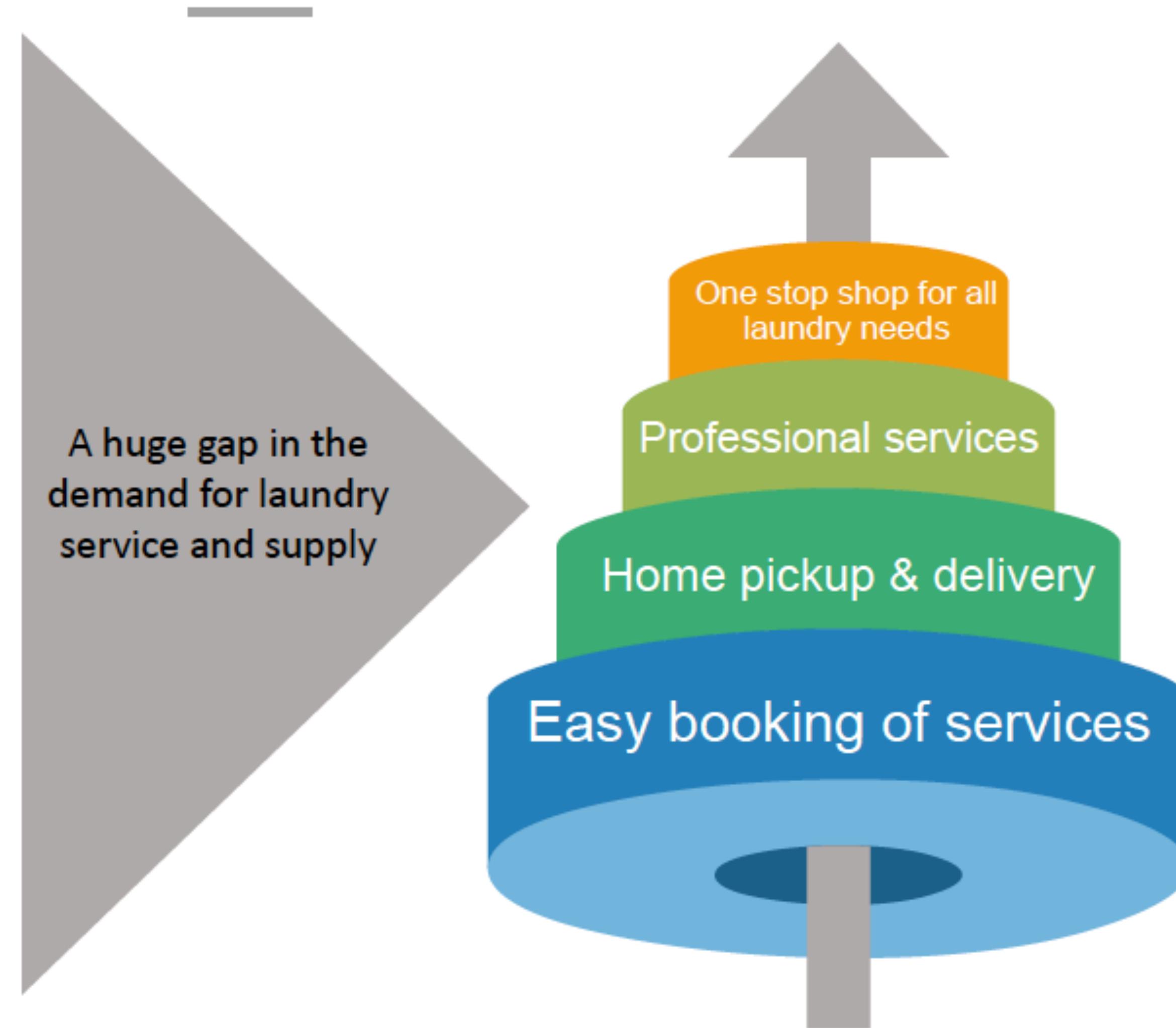
Mobile App penetration: Indians download an average of 32 apps on their mobiles



The pool of **12 million online consumers** is expected to grow by **20% CAGR**.



Urbanization driving growth of single working professionals in cities with lack of time and proximity to organized services



Disclaimer

This is neither an offer to sell nor a solicitation of any offer to buy any securities in the company. Any offering is made only pursuant to the relevant confidential memorandum, contribution agreement and other related documents, all of which must be read in their entirety. This information is not intended to provide, and should not be relied upon for accounting, legal or tax advice or investment recommendation. You should consult your tax, legal, accounting and other advisors about the issues discussed herein. No offer to purchase securities will be made or accepted prior to receipt by the offeree of these documents and the completion of appropriate documentation. Past performance of any investments is no guarantee for future results. This presentation is confidential and is not intended for public use or distribution.

The information contained herein is provided for information purposes only. KwickWash or any of its associates, affiliates, advisors, employees or agencies, as such make no representation or warranty, express or implied, and do not accept any responsibility or liability with respect to the fairness, accuracy, completeness or correctness of any information or opinions contained herein. Unless otherwise stated in this document, the information contained herein is based on management estimates. The information contained herein is subject to change without notice. KwickWash may alter, modify or otherwise change in any manner the content of this presentation, without obligation to notify any person of such revision or changes.

Contact Us



- A15/402, Bramha Avenue, NIBM Road,
- Near Jyoti, Hotel, Kondhwa Khurd,
- Pune, Maharashtra, India, 411048
- +91-78878-80724
- contactus@kwickwash.in
- Mon - Sat 9:00 - 17:00