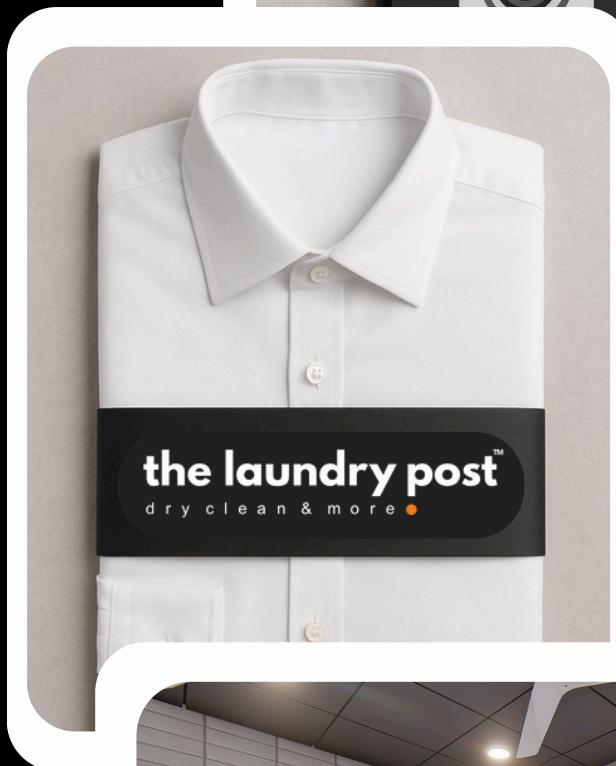
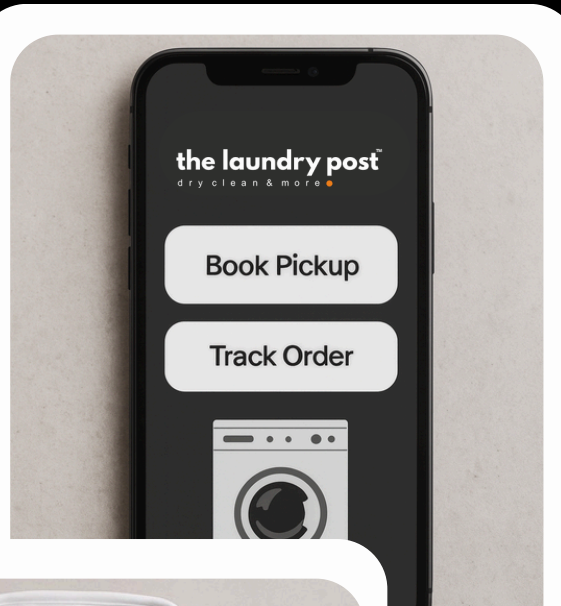


the laundry post™

dry clean & more ●



the laundry post
dry clean & more ●



Own the piece of india's ₹2.97 Lakh
Crore industry.

A Billion-Dollar Revolution in the Making

In today's fast-paced lifestyle, customers are gravitating toward services that offer convenience, speed, and quality — all at once. Just like e-commerce transformed shopping with brands like Amazon, Flipkart, Zomato, Blinkit and Zepto the laundry industry is now stepping into its own digital revolution.

Consumers no longer want to spend hours washing and ironing — they seek smart, time-saving solutions without compromising on freshness or care. The Laundry Post bridges this exact gap by redefining fabric care for modern India.



Did you know?

Out of India's ₹2.97 Lakh crore laundry market, only 5% is organized. The remaining 95% still depends on unstructured, local services — creating a massive untapped opportunity.
(Source: Inc42)

The Everyday Problem Of Billion People

An Everyday Challenge

Whether you do it yourself or depend on others, laundry is a constant challenge in today's fast-paced world.

Doing It Yourself

- 🕒 Time-consuming and tiring
- 🏙️ Busy urban routines leave no time
- 💵 High cost of washing machines and maintenance
- 🪥 Limited drying space at home

Outsourcing Laundry

- ⚠️ Unreliable dhobis and maids
- 🧼 Poor wash quality and harsh chemicals
- 🔥 Coal ironing that damages clothes
- 💧 Use of hard water reducing fabric life



The Big Opportunity

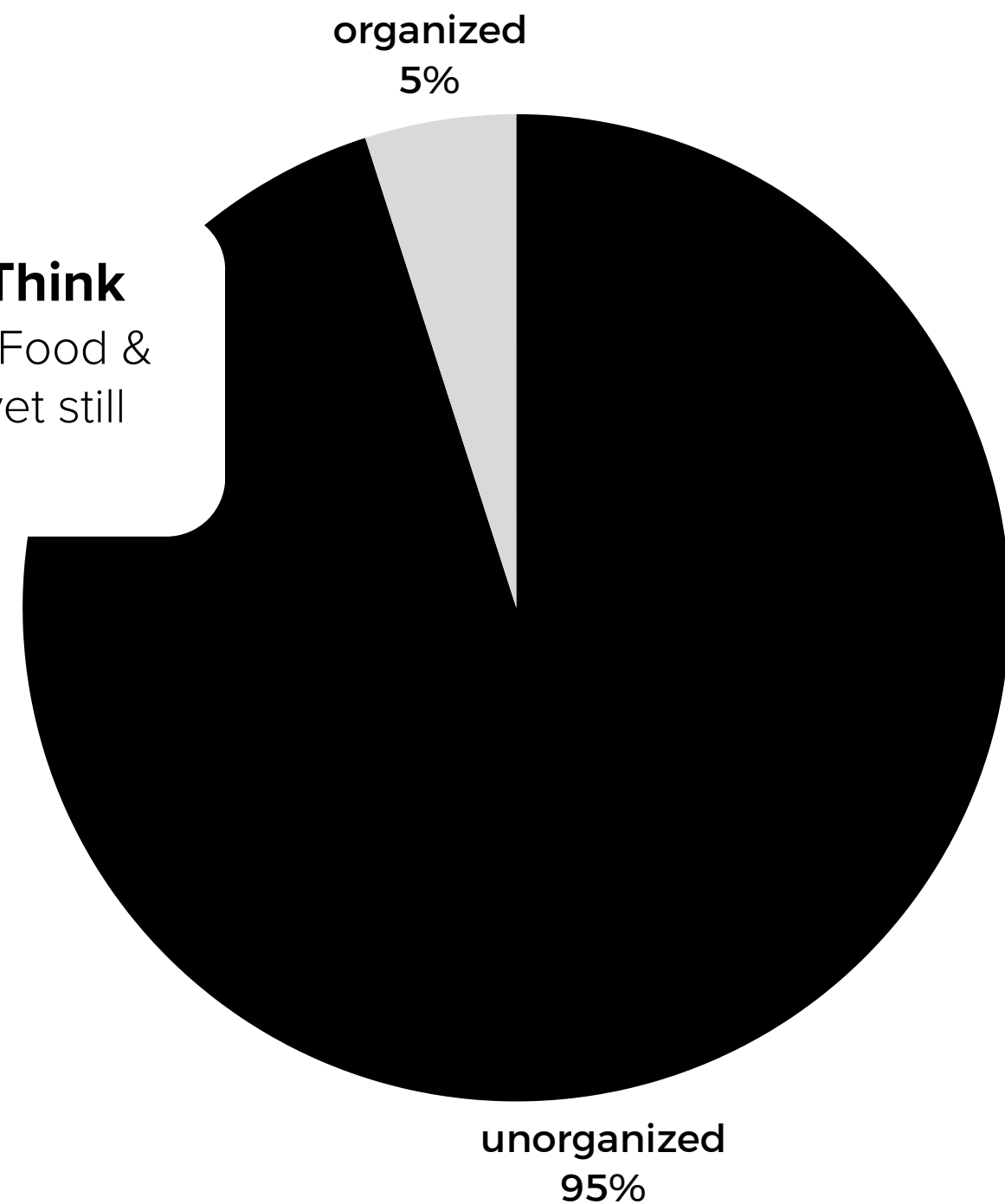
India's Laundry Market = ₹2.97 Lakh Crore (\$35.8B)

95% still unorganized — bigger than food + beauty combined.



Bigger Than You Think

Laundry is larger than Food & Beauty combined — yet still untapped.



Transparency That Builds Trust

Live Store concept for customer trust

In-store setup for:

- Dry Cleaning
- Washing
- Steam Iron
- Spot Removal
- Shoe & Bag Cleaning

World-Class Quality

Global machines by



Premium detergents by



- 🧥 Clothes washed separately for top hygiene
- 🧑🏻 Professionally trained team ensuring five-star service



Ease and Convenience

- ✓ Free doorstep pickup & delivery
- ✓ Open 7 days a week from 8 A.M. to 8 P.M.
- ✓ Services can be booked easily through our website or mobile app
- ✓ Smart app for scheduling, tracking, and managing orders effortlessly

Array of Services at Honest Prices

- ✓ Competitive pricing across all categories
- ✓ Exclusive offers and savings schemes for loyal customers



The Problem

What's Wrong With Today's Laundry Industry?

- ✓ Inconsistent quality
- ✓ Poor hygiene
- ✓ No tech or tracking
- ✓ Delays & no accountability
- ✓ Zero loyalty

India's laundry industry hits its Uber moment — even trusted shirts are ditching local dhobis

The Solution (The Laundry Post)

India’s First Tech-Powered Laundry Chain

GERMAN MADE CHEMICALS AND MACHINE

- 

Quality & Hygiene
- 

Tech-powered CRM +   +  BOT
- 

Transparent Pricing
- 

Strong Branding
- 

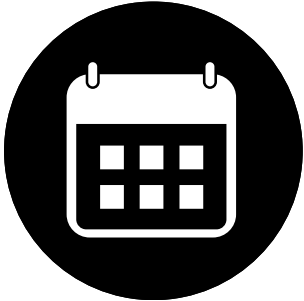
Neighborhood Convenience



Professional. Hygienic. Scalable.



Why Laundry Works (Stable Model)



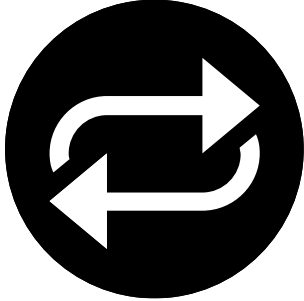
Low Overhead



Low CapEx



No Inventory



High ROI

Introducing The Laundry Post Store

Intelligently Designed Store

Compact Layout: Smart use of every square foot for maximum efficiency.

Process-Driven Design: Each element is engineered around the service flow for seamless operations.

Modern Experience: A clean, bright, and welcoming space that reflects a world-class laundry environment.

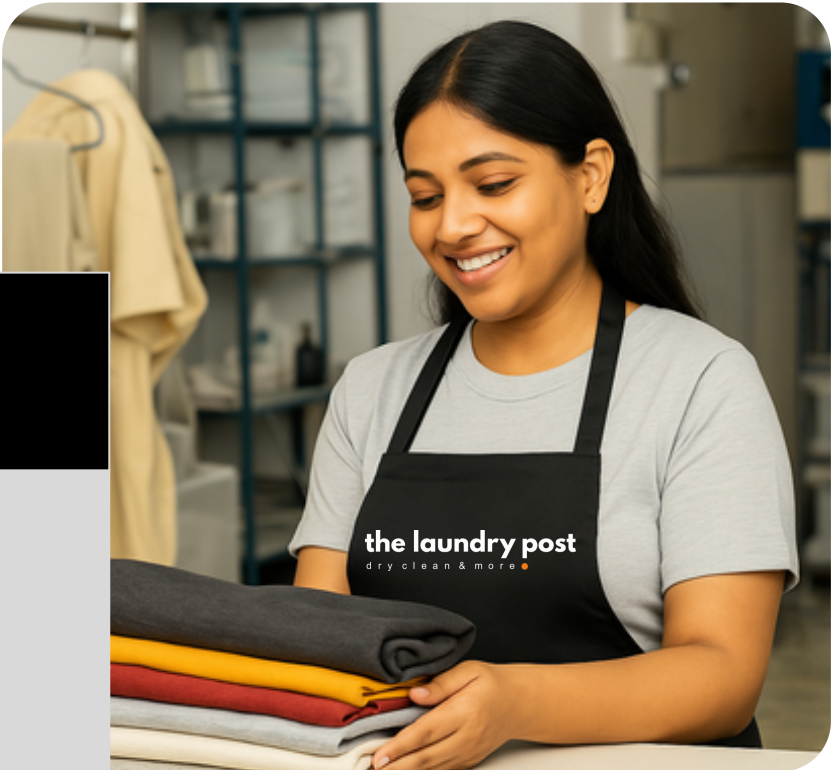
Premium Setup: Equipped with top-tier machines and professional infrastructure for consistent quality.



Every corner of a Laundry Post store is designed with purpose — combining functionality, efficiency, and elegance.

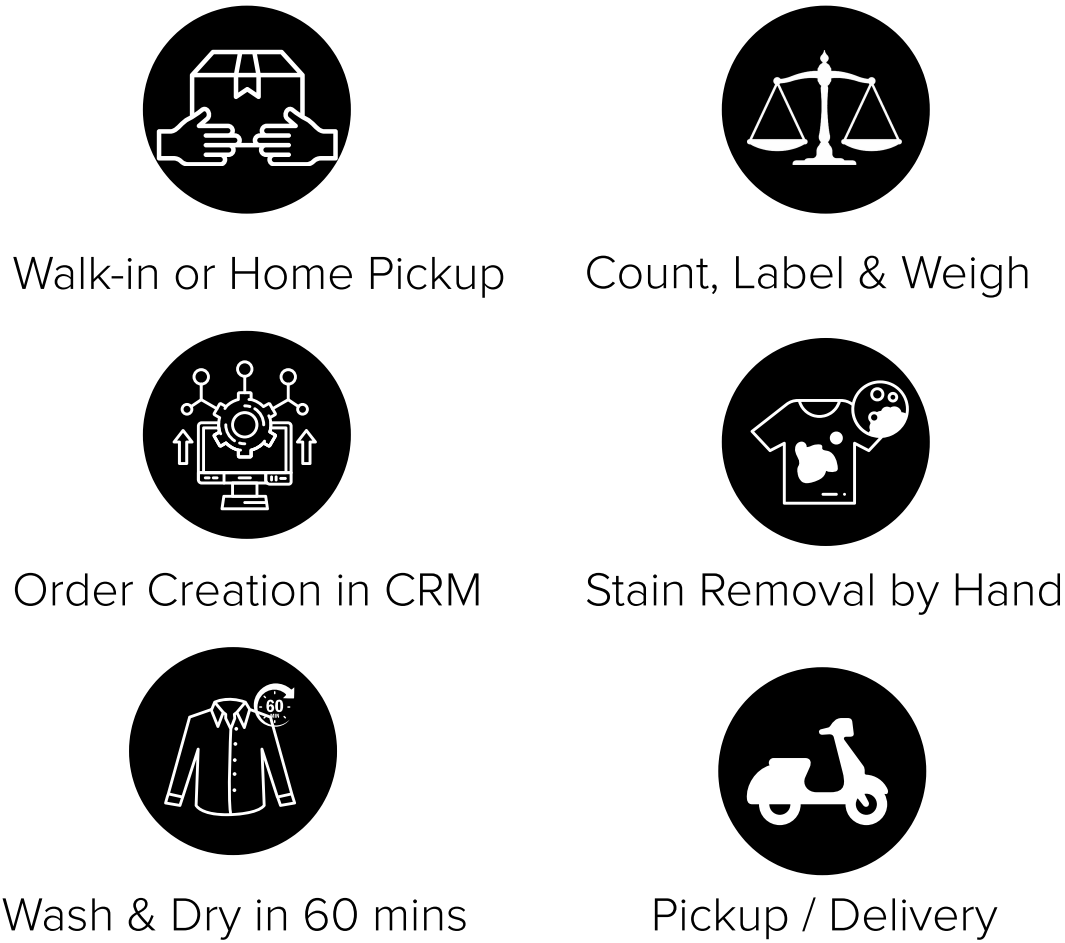
Why Choose Us Over Others

Criteria	Local Dhobi	Other Brands	The Laundry Post
Hygiene	✗	⚠️ Average	✅ Premium
Technology	✗	⚠️ Limited	✅ CRM + 🤖 🍏 + 💬 BOT
Marketing	✗	✗	✅ Centralized
Staff Training	✗	⚠️ Partial	✅ Full support
Lifetime Support	✗	✗	✅ Guaranteed

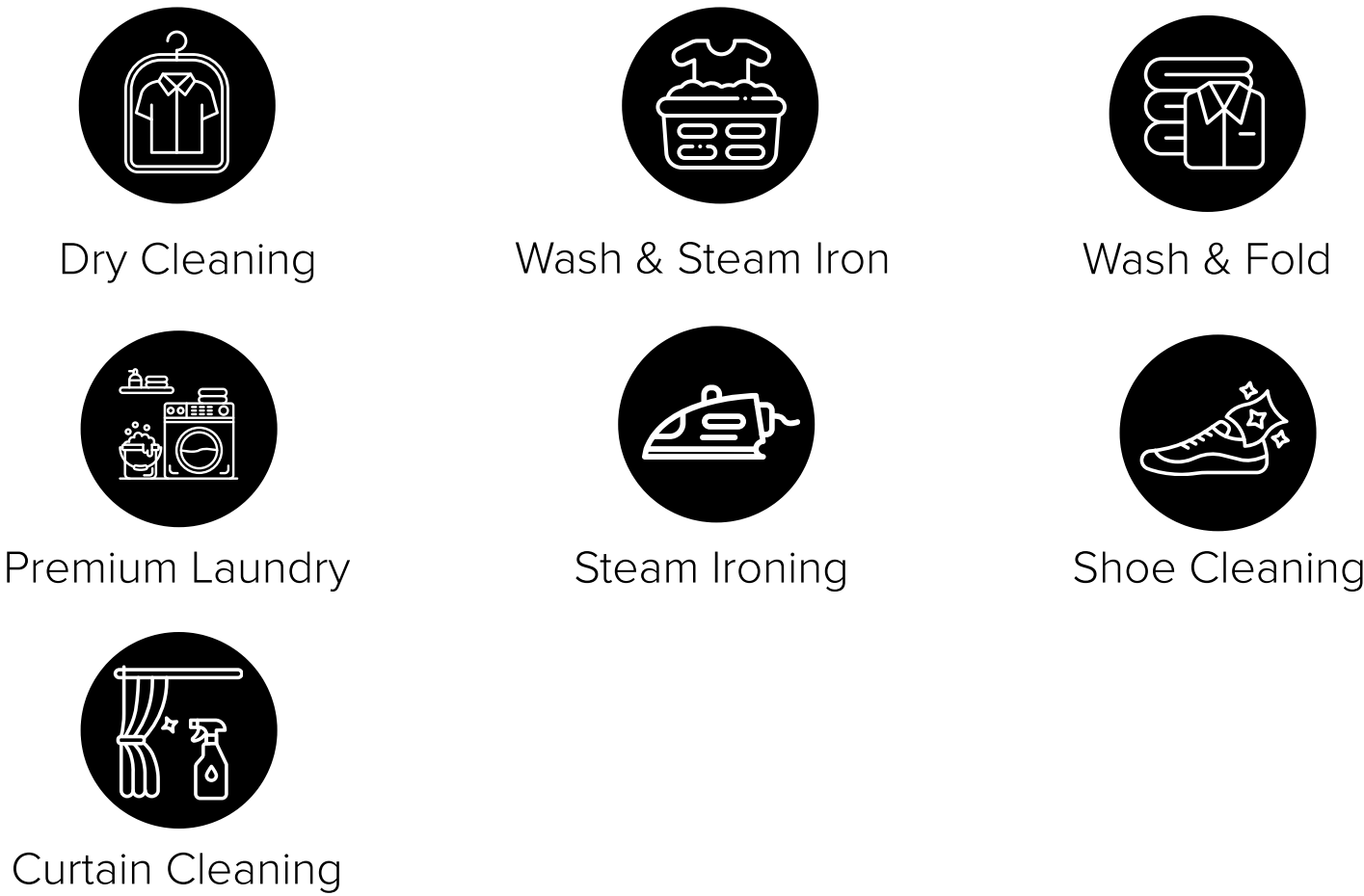


Efficient Process

Our Seamless 7-Step Flow



Expert Services



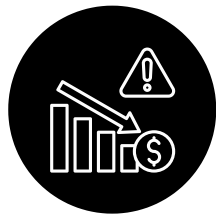
Cleaning Services



The Laundry Post Advantages



High Return on Investment



Recession-Proof Business



No Prior Experience Required



Cash-Only Model
(No Credit Hassle)



High Tech CRM + Mobile App
+ WhatsApp Chat Bot for
Smooth & Quick Operations



360° Marketing & Brand
Promotion (Online + Offline)



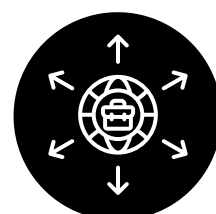
Expert Support at
Every Setup Stage



Complete Training &
Dedicated Franchise Support



Customer Acquisition
& Retention Support



Growth Beyond One Store —
Multi-Outlet Expansion





Business Model Overview

- ✓ **Territory Size:** 12,000 exclusive households
- ✓ **Mode:** Offline (Store walk-in & Home Pickup)
- ✓ **Leads:** Online + Local walk-ins
- ✓ **Store Size:** 250–300 sq. ft.
- ✓ **Equipment:** Stackers (Washer + Dryer) + Steam Iron with Boilers
- ✓ **Team:** 7 (Manager, Iron Man, Runner, etc.)
- ✓ **Investment:** starting 10 lakh*
- ✓ **Monthly Revenue:** ₹4.5 lakh
- ✓ **Monthly Profit:** ₹1.5 Lakh
- ✓ **Break-Even:** 18 - 24 Months
- ✓ **ROI:** 84% Annually
- ✓ **Royalty:** 5%



**We just don't Sell a Franchisee -
We Build a Partner**

Franchisee Support System

Operational Support



- Staff training & onboarding
- Regular audits & quality checks

Marketing & Branding



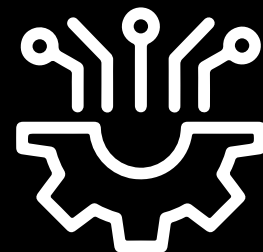
- Social media & influencer promotions
- Local area marketing & tie-ups

Technology & Tools



- CRM & mobile app access (lifetime free)
- Automated order & customer management

Tech & Machines



- Premium laundry equipment
- Warranty & regular maintenance support

The Franchisee Journey

Your Success Path With The Laundry Post



From Setup to Launch within 30-35 Days

Expert Store Setup Support

- 🏠 Help selecting the best location
- 📄 Assistance with lease agreements
- 🧱 Store design by professional architects
- 🔧 Vendor & construction coordination
- ⚙️ Equipment & raw material supply
- 💡 Installation of technical systems
- 🎨 Store branding and creative setup



Comprehensive Training & Troubleshooting

- 👤 Staff hiring and onboarding
- 📖 Intensive training program
- 🧠 Strategic operational guidance
- 🏢 Live training by company team (3 days pre & post launch)

Support for Selecting the Right Store

Need for a Live Store:

- Builds customer trust and confidence (“I can see it here!”).
- Showcases premium machines, hygiene, and professionalism.
- Attracts quick-service customers with live steam ironing or urgent care services.

Right Market for Store:

- Neighborhood areas work best for consistent local demand.
- Close proximity to customers cuts down rent and delivery costs.
- Laundry isn’t an impulse purchase — visibility in local zones matters more than footfall.
- Prefer community markets over high-street spaces for better ROI.



Training & Support

- ✓ 3-day on-site training
- ✓ 1-month weekly refresher program
- ✓ On-call guidance for ad-hoc support
- ✓ Detailed manuals & SOPs
- ✓ Dedicated franchisee helpdesk
- ✓ Equipment maintenance & consumable supply

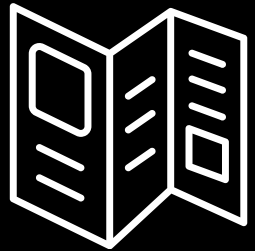
CRM & Mobile App Suite

- ✓  BOT
- ✓ Advanced mobile apps for **customers, runners, and franchisees**
- ✓ Smart data tracking & analytics
- ✓ Regular tech updates & performance insights
- ✓ Real-time customer feedback integration



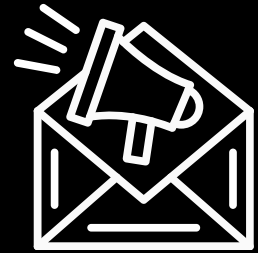
Customer Acquisition Support

Offline



- Newspaper & leaflet creatives
- Local offers and tie-ups

Digital



- SEO, Google & Social Media Ads
- WhatsApp & Email Marketing

Cross Promotions



- Collaborations with local brands



Customer Retention Support

Satisfaction Guarantee

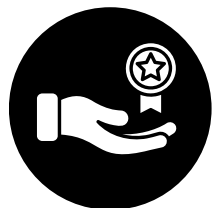


Full refund or free rewash for low-rated orders

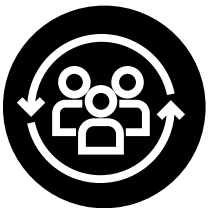


Smart fraud detection built into the app

Thread of Loyalty - Loyalty program



Earn redeemable points on every payment



Reduces customer churn and boosts retention



Mobile App



Easy order & payment process



Continuous feedback and engagement after each service

Trusted by Customers & Partners

Google

The Laundry Post - Dry Clean & More

Reviews ★★★★★ 4.8 ★★★★★ (123) · Dry cleaner in Surat, Gujarat

Ushma Patel

3 reviews · 6 photos

★★★★★ a year ago

Brilliant service from The Laundry Post! As an NRI I'm very impressed with the finished product and door to door service which we can't get in the UK. Rakesh thank you once again for your professionalism and your dedication. Will definitely recommend to family and friends. Keep up the good work 😊



Geeta Parekh

7 reviews · 7 photos

★★★★★ 9 months ago

I had a great experience with Laundry Post. My clothes were returned clean, fresh, and well-handled. Their service was timely, convenient, and the staff were friendly and professional. While prices could be slightly more competitive , their quality and reliability make it worth it. Highly recommend Laundry Post!

Kushang Desai

5 reviews · 3 photos

★★★★★ 11 months ago

They made my shoes as clean as new! Totally recommended ★★★★★. Pick up and delivery is also available!

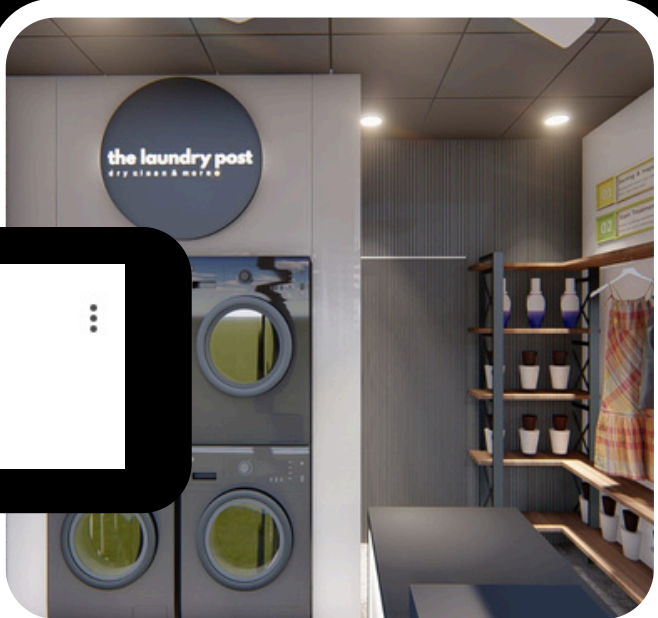


Angad Singh Kwatra

3 reviews · 2 photos

★★★★★ 2 weeks ago NEW

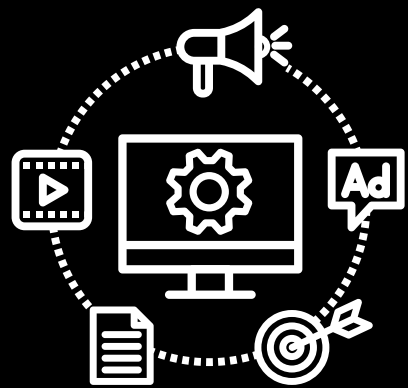
Great service quality. Also customer support is lovely. Cooperative staff .



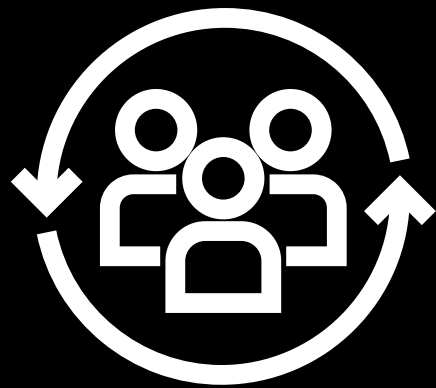
Marketing Activities



Pillars Of Our Success



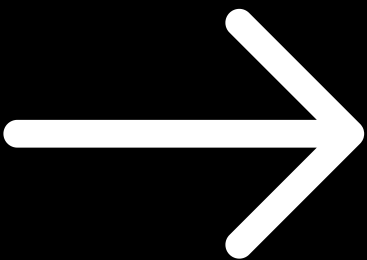
Creative Marketing



High Repeat Customers



Lucrative Loyalty Program



Join The Laundry Post Revolution



“Secure your preferred area today — before someone else does!”

the laundry postTM

dry clean & more ●



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