Pure Laundry
DRY CLEANING

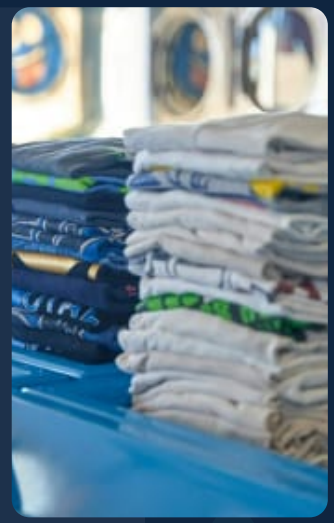
FRANCHISE PARTNERSHIP PROGRAMME

Build a garment-care business with a brand designed to scale.

Four franchise formats from **₹9.90 to ₹19.90 Lakhs**, one operating standard, and a complete brand system from day one.







A complete brand
Identity, website and collateral, ready to trade

A defined model
Documented process, pricing and standards

End-to-end support
Site, setup, training and launch

Everyday demand
A repeat-purchase category, not a one-off sale

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What is in this document

Everything you need to evaluate a Pure Laundry franchise — the market, the brand, the model, the money and the process.

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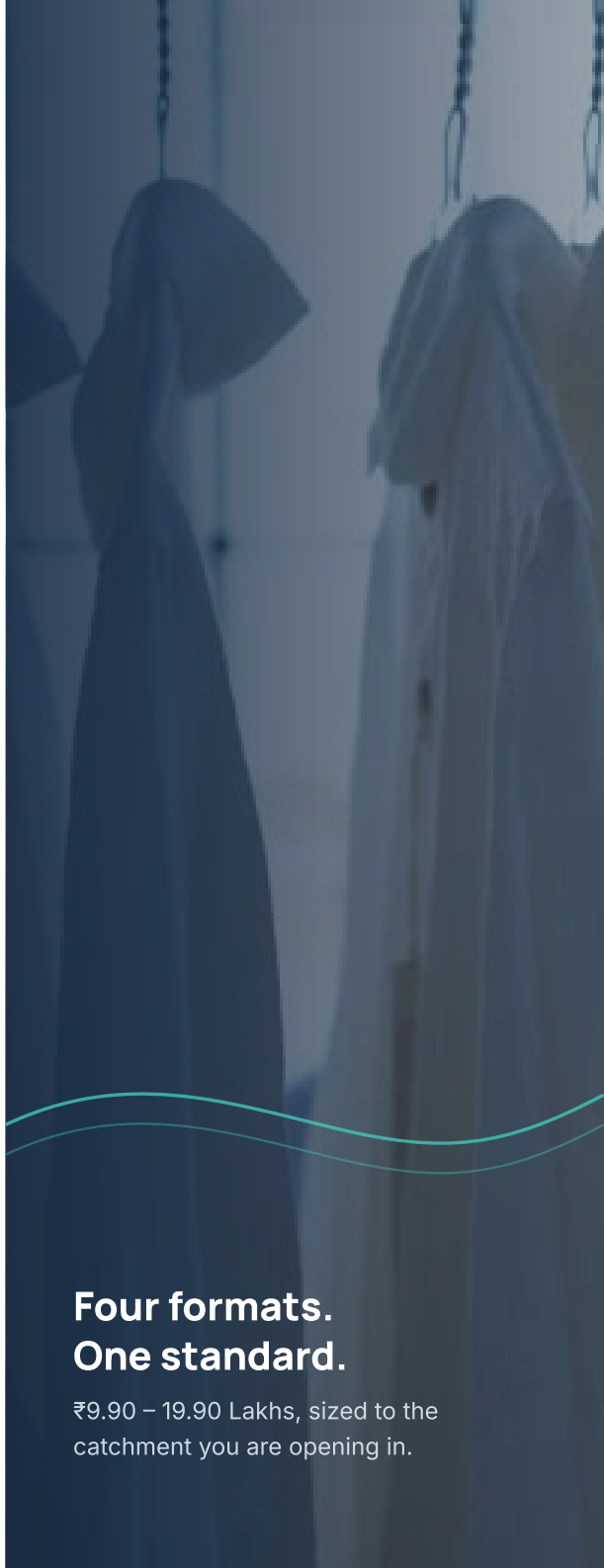
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A note on the numbers

Every figure here is a capital requirement, a physical specification, or a cited third-party market estimate. There are no profit or ROI projections — see page 20.



Four formats.
One standard.

₹9.90 – 19.90 Lakhs, sized to the catchment you are opening in.

THE OPPORTUNITY

A large market, still almost entirely unorganised

Garment care in India is a multi-thousand-crore category served overwhelmingly by individual operators. That is precisely what makes it addressable by a brand with a defined standard.

₹23,000 cr

India laundry services market, 2025 — projected to reach about ₹35,000 crore

₹11,100 cr

India dry cleaning services market, 2024 — projected about ₹17,800 crore by 2033

~95%

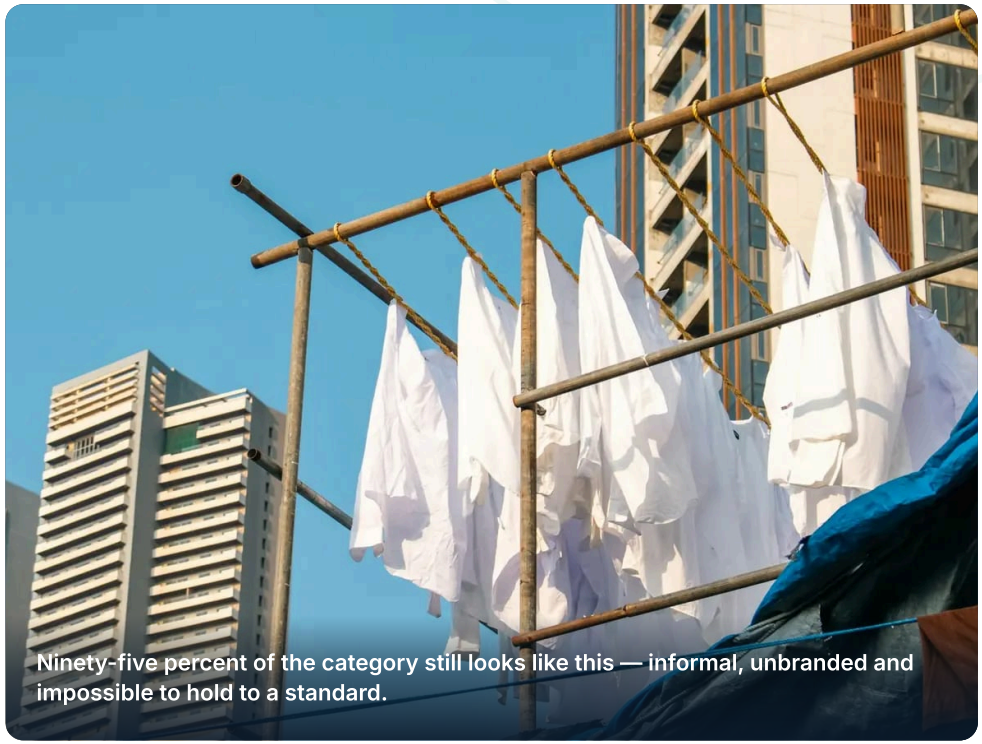
of the market is unorganised — individual operators and neighbourhood dhobis

7.67 lakh

establishments nationwide, 98% of them micro units with fewer than 10 workers

What the numbers mean for a franchise partner

- **Demand already exists.** You are not creating a habit — households already pay for garment care every month.
- **The competition is fragmented.** Almost no competitor in a typical catchment has a brand, a standard or a rate card.
- **Organised share is small and growing.** Penetration was roughly 4% at the start of the decade; that shift is the whole opportunity.
- **Repeat purchase, not one-off.** A satisfied household returns weekly or fortnightly, for years.



Ninety-five percent of the category still looks like this — informal, unbranded and impossible to hold to a standard.

Sources: IMARC Group — India Laundry Service Market and India Dry Cleaning Services Market; establishment data as reported by BW Retail World. Published in US dollars and converted here at approximately ₹85 to the dollar, rounded. Third-party estimates, for context only.

THE PROBLEM

Laundry is an everyday problem that keeps getting bigger

Five structural shifts are pushing urban households out of doing it themselves and towards paying someone to do it properly.



01

No time

Longer commutes and longer working hours leave less of the week for domestic work. Laundry is the first chore to be outsourced.



02

No space to dry

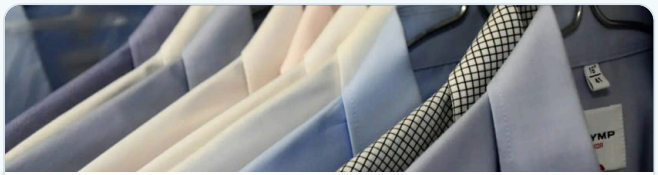
Apartment living removes the terrace and the courtyard. In monsoon months there is nowhere for a household load to dry at all.



03

Bigger wardrobes

Faster fashion cycles mean more garments per household, in more fabrics, each with its own care requirement.



04

Higher-value clothing

Rising spend on clothing means more garments a household will not risk in a domestic machine — occasion wear, wool, silk, tailoring.



05

Unreliable alternatives

The existing option is a local operator with no receipt, no accountability and no consistency. One ruined garment ends the relationship.

The result

A household that has been burned once will pay more for a service that counts what it takes, treats each item correctly and returns garments the way they arrived.

That is the entire proposition of an organised brand.



Every one of these is a garment a household would rather not risk at home.

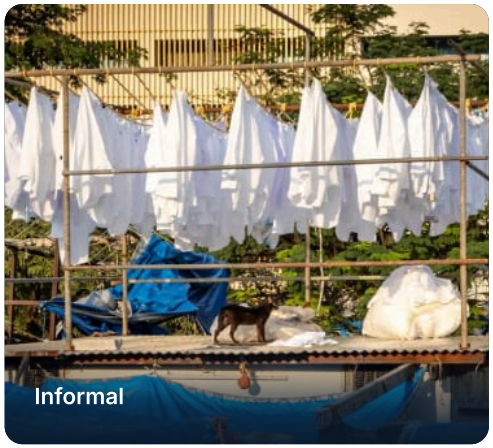
THE GAP

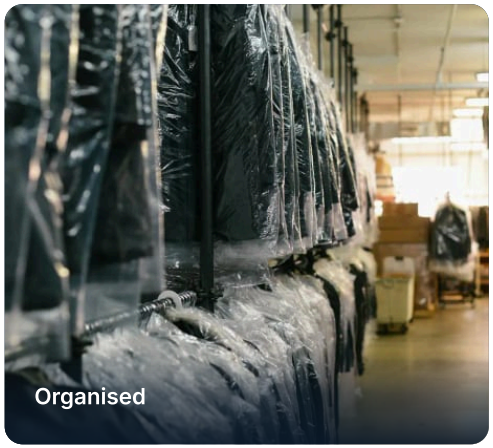
What an organised brand does differently

Not a criticism of the local operator — a description of what a household cannot get from one, and will pay for.

	THE TYPICAL LOCAL OPERATOR	A PURE LAUNDRY STORE
Pricing	Quoted verbally, varies by customer and by day	A published rate card, the same for everyone
Record of items	Usually none — a count from memory	Counted, tagged and recorded at collection
Sorting	Washed together to save time and water	Sorted by colour, fabric and soil level
Treatment	One process for everything	Water or solvent chosen per garment
Finishing	Pressed quickly, often with a dry iron	Steam pressed; collars, cuffs, pleats finished
If it goes wrong	No process, no recourse	Flagged before treatment; checked on return
Booking	Walk in, or catch them on the round	Online booking, pickup and return, confirmed
Premises	Often residential or informal	A branded storefront you can walk into

Why this matters commercially: every row is a reason a household will pay a premium and keep paying it. A franchise partner is not competing on price with the operator down the road — they are selling a different product to a customer who has already decided price is not the problem.


Informal


Organised

The brand is the difference.

In a category where roughly 19 in every 20 competitors are unbranded, a proper identity, a published rate card and an online booking system are not decoration. They are the reason a household chooses you.

WHO WE ARE

Pure Laundry

A modern garment-care brand built for the way Indian households actually live — apartments without drying space, working weeks without spare hours, and wardrobes with more in them than a domestic machine can safely handle.

We are a young brand, and we say so plainly. What we have built first is the thing most operators in this category never build at all: a complete, documented standard for how a garment is received, assessed, cleaned, finished and returned — and a brand that looks and behaves the same in every store that carries it.

Built to be replicated

Designed from day one to run identically across many outlets — not retrofitted onto one shop.

Honest by policy

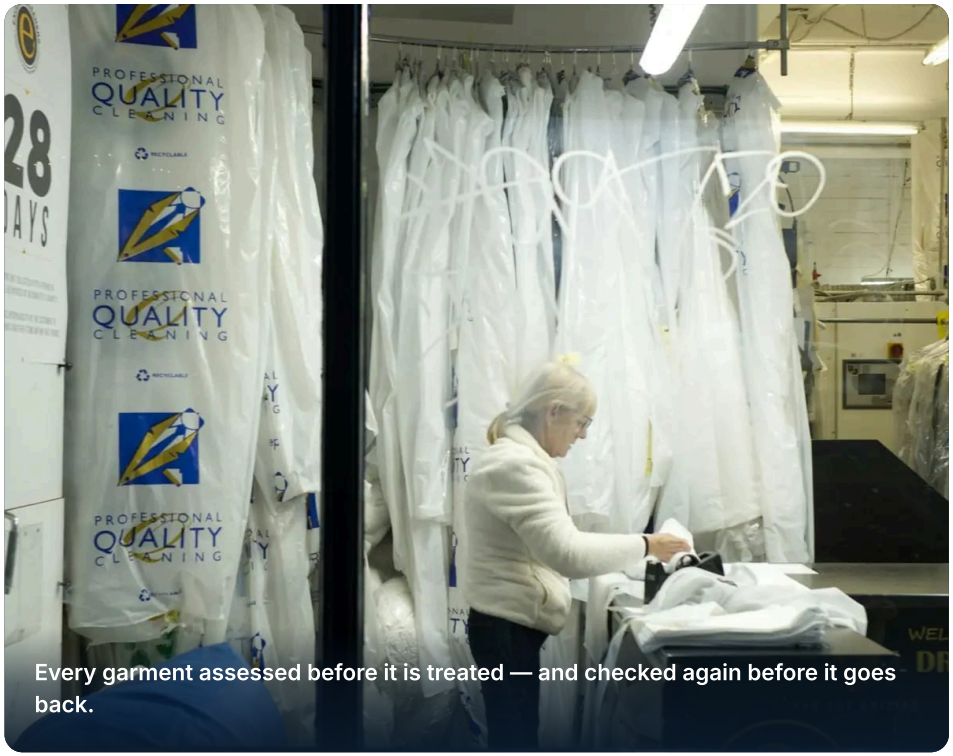
We do not publish claims we cannot evidence. Where a garment carries risk, the customer hears it first.

Process before scale

The operating standard was written before the network. Growth follows the process.

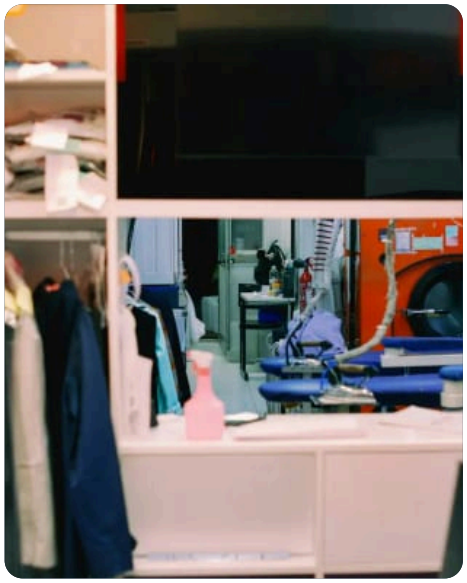
Partner-first economics

Four formats across a wide band, so the model fits the partner rather than the reverse.



Every garment assessed before it is treated — and checked again before it goes back.





OUR FOUNDATION

Vision, mission and values

Vision

To make professional garment care the default choice for Indian households — so that trusting someone else with your clothes stops being a gamble and becomes an ordinary, reliable part of the week.

Mission

To build a network of garment-care stores that each run to one written standard — where every item is assessed before it is treated, finished properly, and accounted for from counter to counter.

Values

Cleanliness, care, convenience, professionalism and trust. Not slogans — the five reasons the process is shaped the way it is.

Cleanliness

Clean is the job, not the claim. Every process and surface exists to deliver it.

Care

A wedding saree and a work shirt both matter. Neither is a unit of weight.

Convenience

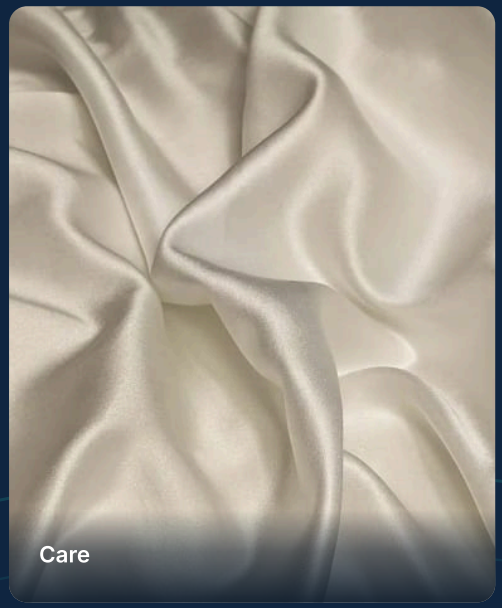
Remove the chore from the week entirely, rather than moving it around.

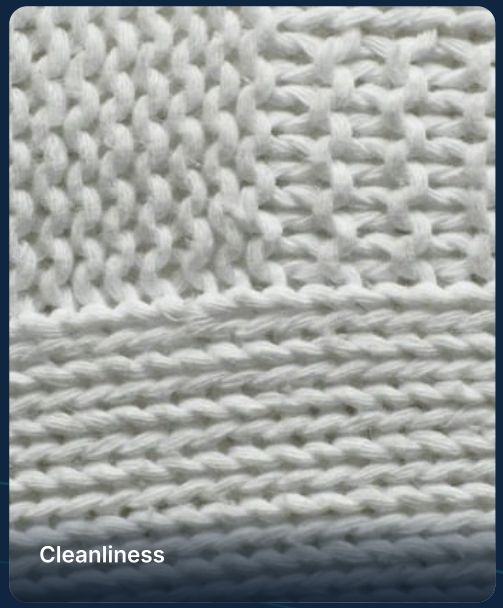
Professionalism

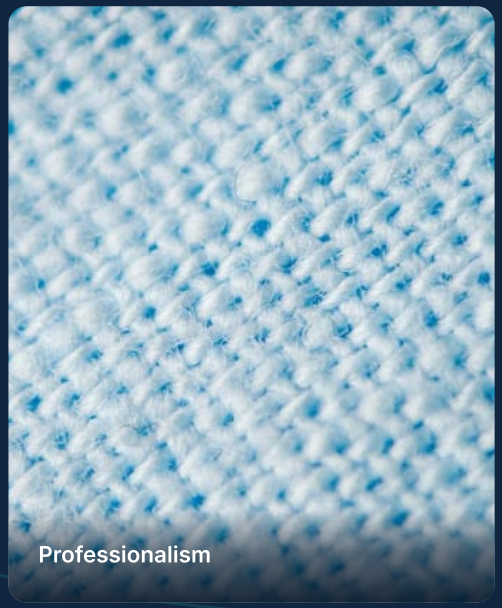
The same sequence every time. Consistency makes a result reliable.

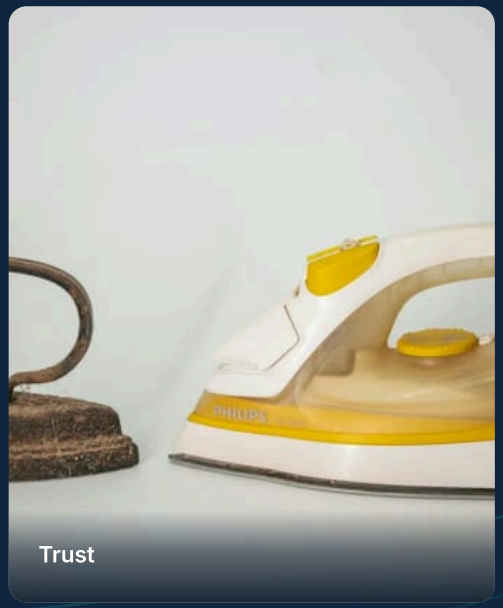
Trust

Counted, recorded, accounted for. If it cannot be fixed, we say so.









WHAT YOU ARE LICENSING

A complete brand system, not a logo

Most independent operators never get past a signboard. A Pure Laundry partner opens with the full identity already built, tested and documented.

Visual identity

The PL monogram, the navy and aqua palette, the type system and the flowing-water motif — with usage rules so every store looks like the same brand.

- Logo suite and clear-space rules
- Colour and typography tokens
- Storefront and fascia specification

Customer-facing website

A production website with online booking, the published rate card, service pages and franchise enquiry — already live, and built to add your city as the network grows.

- Online pickup booking
- Published, searchable rate card
- Location pages as outlets open

Store and print collateral

The physical layer a customer actually touches — from the tag on a garment to the bag it goes home in.

- Garment tags, receipts and covers
- Rate card and counter display
- Pamphlets, posters and hoardings

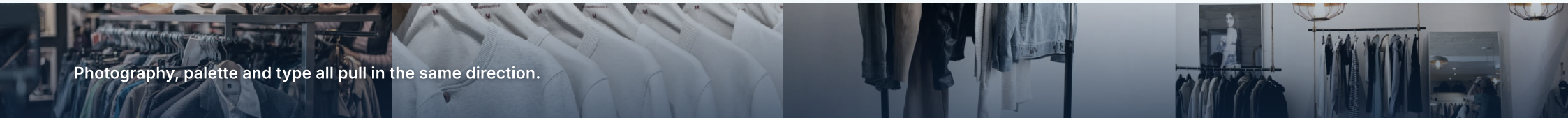
Why this matters more than it sounds

In a category where roughly 95% of competitors are unbranded, the brand *is* the differentiator. A household choosing between a nameless shop and a store with a proper identity, a published rate card and an online booking system is not really comparing two laundries — it is comparing risk.

A franchise partner gets that difference on day one, without spending a rupee or a year building it.

One mark, every surface

Storefront, garment tag, invoice, delivery bag, website, hoarding and social post — all drawn from one documented system, so the brand reads the same wherever a customer meets it.



Photography, palette and type all pull in the same direction.

OUR SERVICES

One brand, every fabric

Six services covering everything from a weekday shirt to an embroidered saree. Which of them run inside your own store depends on the format you choose.



Everyday

Laundry

Regular wear washed by fabric type and colour, then dried and finished. Sorting first, wash settings per load, stains treated before the cycle.



Everyday

Wash & Fold

Charged by weight rather than by piece — the economical option for the weekly household pile. Still sorted, dried and folded wardrobe-ready.



Everyday

Steam Ironing

Pressing for garments that are already clean. Collars, cuffs, plackets and pleats finished individually, at a heat matched to the fabric.



Specialist

Dry Cleaning

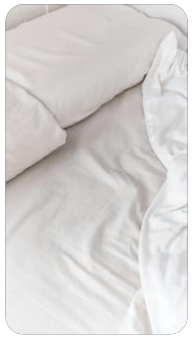
Solvent rather than water, for suits, blazers, silks, wools and anything built to hold a shape. Inspected before treatment, pressed and shaped after.



Specialist

Specialist Garment Care

Sarees, lehengas, sherwanis and embellished pieces, assessed and treated one at a time. Zari, sequins and beadwork protected throughout.



Specialist

Household Fabrics

Bedding, blankets, quilts, curtains, blinds and carpets — cleaned at a scale a domestic machine cannot reach, dried through and folded.

Why six and not three

Each service captures a different need and a different price point — and the specialist ones carry the margin.

Everyday builds the habit

Laundry and wash & fold bring a household back every week and keep the counter busy.

Specialist builds the ticket

One lehenga or a set of curtains is worth many shirts, and only an organised store can take the work.

Seasonality is covered

Woollens in winter, household fabrics before festivals, occasion wear through wedding season.

HOW WE OPERATE

One process, every order, every store

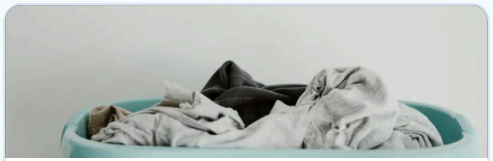
This sequence is the product. It is written down, it is trained, and it does not change between outlets — which is what makes the result repeatable.



01

Booked

Online, on WhatsApp or at the counter. Service, address and a collection window agreed before anything moves.



02

Collected & counted

Items counted, tagged and recorded against the order. Anything needing special attention is flagged now, not later.



03

Assessed & treated

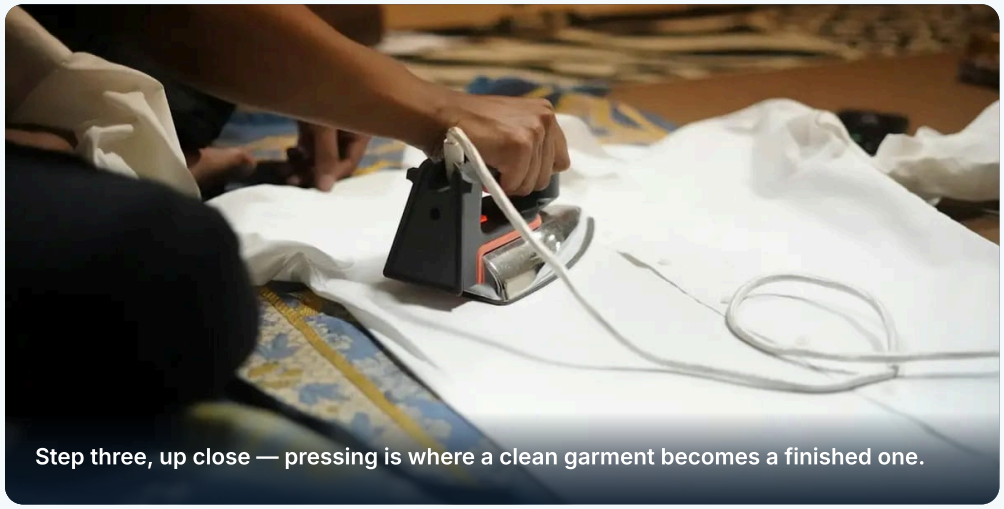
Fabric, finish, trims and damage checked. Water or solvent, temperature and agitation chosen per item.



04

Finished & returned

Steam pressed and shaped, checked against the collection record, packed, and returned on the agreed schedule.



Step three, up close — pressing is where a clean garment becomes a finished one.

The four rules behind the process

- **Nothing is treated before it is assessed.** The most expensive mistake in this trade is putting a garment into the wrong process.
- **Sorting is not optional.** Colour, fabric and soil level are separated even on a by-weight order.
- **The count is the contract.** What was received is what is checked before return.
- **Bad news travels first.** If a stain will not lift, the customer is told before the work, not after.

STANDARDS

Quality control and garment accountability

In garment care the customer is not buying a wash — they are buying confidence that they will get their own clothes back, undamaged. These are the controls that deliver it.

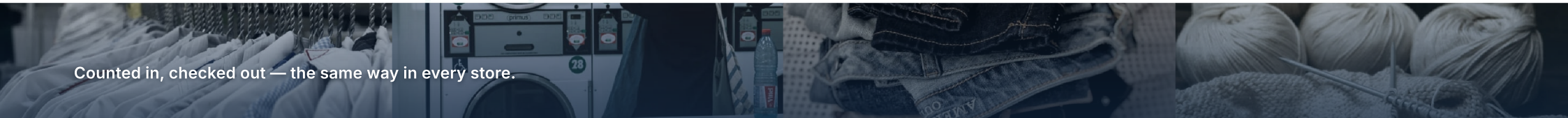
Chain of custody

STAGE	WHAT HAPPENS
At collection	Every item counted and tagged. The customer receives the record.
On intake	Condition noted — existing damage, weak seams, loose embellishment, set stains.
In process	Items stay grouped by order through washing, finishing and packing.
Before return	Checked back against the collection record, piece by piece.
At handover	Customer confirms the count. Discrepancies raised while the trail is fresh.

Where the standard is enforced

- **Written SOPs.** Every step exists as a documented procedure, not as something a senior member of staff carries in their head.
- **Trained to the standard.** Staff are trained on the SOP, and the SOP is what they are assessed against.
- **Fabric-first decisions.** Care labels are followed; where a label is missing or wrong, the garment is assessed by hand and the risk communicated.
- **Equipment specified centrally.** Machines and chemistry are specified by format, so an outlet cannot quietly drop below standard on cost grounds.
- **Brand audits.** Outlets are reviewed against the operating standard — process, presentation and customer handling.

What we do not promise. Some stains are permanent by the time they reach a store, and some garments carry real risk whatever the method. Our standard is to identify that *before* treatment and tell the customer — not to promise an outcome nobody can guarantee.



Counted in, checked out — the same way in every store.

WHERE THE BUSINESS COMES FROM

Four revenue streams, not one

A store that depends only on walk-in household laundry is fragile. The model is built so a partner can develop several sources of demand from the same premises.



01

Household retail

The core. Weekly and fortnightly laundry, ironing and dry cleaning from residents in the catchment. Repeat by nature.



02

Specialist & occasion

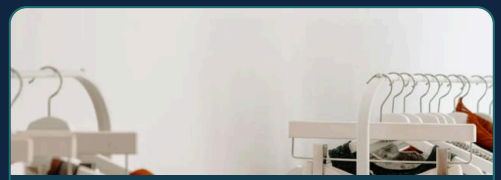
Sarees, lehengas, sherwanis and suits. Lower frequency, far higher value per item, concentrated around wedding and festival seasons.



03

Household fabrics

Curtains, blankets, quilts, carpets and blinds. Seasonal peaks, and almost impossible for an unorganised operator to take on.



04

B2B & institutional

Salons, clinics, gyms, hostels, guest houses and offices. Contracted volume, predictable schedules, and the stream that smooths a quiet week.

The seasonal shape of the year

Garment care is not flat across twelve months, and a partner who plans for that is far better placed than one who does not. Winter brings woollens and heavier outerwear. Pre-festival weeks bring household fabrics and curtains. Wedding season brings the highest-value occasion wear of the year. Monsoon brings volume, because nothing dries at home.

Winter · woollens | Festival · furnishings | Wedding · occasion | Monsoon · volume

Why the mix matters

- Everyday laundry keeps the counter busy and builds the habit.
- Specialist work carries the value per order.
- B2B contracts smooth the weeks household demand does not fill.
- Seasonal categories create peaks a single-service operator simply misses.

THE RATE CARD

What a Pure Laundry store sells

A published rate card across seven categories and more than fifty line items — so pricing is a document, not a negotiation. An extract is shown below.

Laundry by weight

Within 2 days

Wash & Steam Iron
₹200 / kg

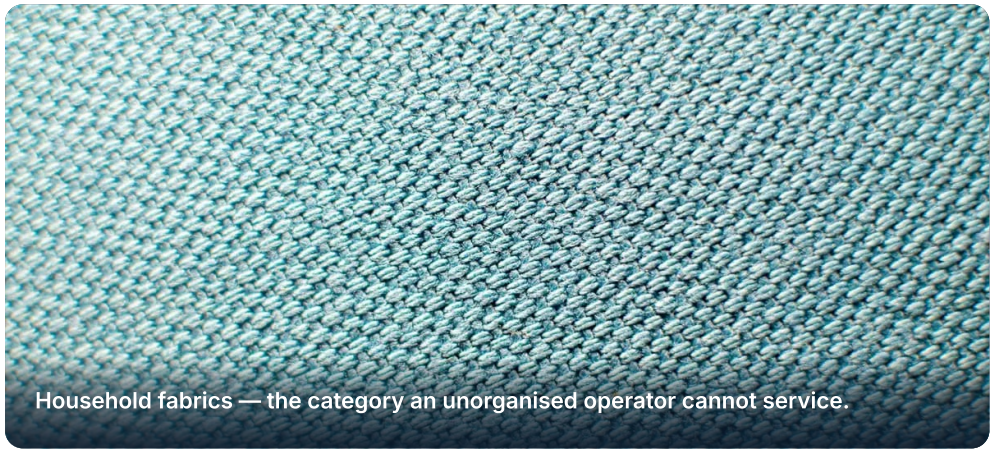
Wash & Fold
₹90 / kg

Approximately five garments to the kilogram.

The seven categories

Men's Wear · Women's Wear · Woolens & Outerwear · Household · Shoes · Bags · Laundry by weight

Turnaround is published per category — two days for laundry by weight, three for garments and household fabrics, four for shoes and bags.



Household fabrics — the category an unorganised operator cannot service.

ITEM	DRY CLEAN	STEAM IRON
Shirt	₹105	₹30
Trouser	₹130	₹40
Suit — 2 piece	₹445	₹130
Kurta	₹130+	₹40+
Saree	₹200+	₹60+
Lehenga	₹425+	₹130+
Long Coat	₹470	₹140
Leather Jacket	₹450	₹140
Blanket — double, 2 ply	₹730	—
Curtain — with lining	₹280+	—
Leather shoes	₹420	—
Handbag — leather	₹680+	—

A "+" means pricing starts at that rate. Final pricing depends on fabric, condition and the treatment required, and is confirmed once items have been assessed. Rates shown are indicative and subject to revision.

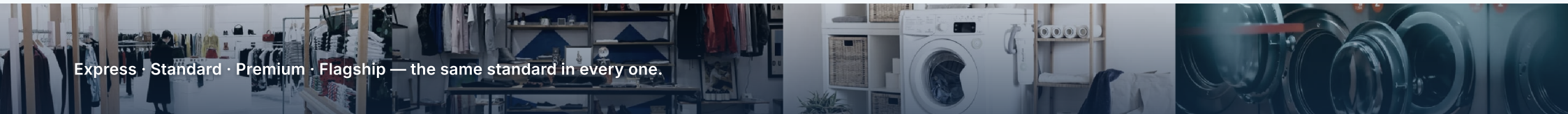
THE INVESTMENT

Four formats, one standard

Every Pure Laundry runs the same process and meets the same standard. What changes is the footprint, the equipment on site, and how much of the work happens under your own roof.

	EXPRESS	STANDARD · MOST CHOSEN	PREMIUM	FLAGSHIP
Indicative investment	**₹9.90 – 12.50 L**	**₹12.50 – 15.00 L**	**₹15.00 – 17.50 L**	**₹17.50 – 19.90 L**
Store size	250 – 400 sq ft	400 – 600 sq ft	600 – 900 sq ft	900 – 1,400 sq ft
Team	2 – 3 people	3 – 4 people	4 – 6 people	6 – 9 people
Washing on site	—	Yes	Yes	Yes, high throughput
Dry cleaning on site	—	—	Yes	Yes
Specialist care	Via hub	Via hub	Yes	Yes
Serves other stores	—	—	—	Yes — hub for Express units
B2B capability	Limited	Moderate	Strong	Dedicated
Best suited to	First-time owners; tier-2 and tier-3 towns	Established residential catchments	Affluent catchments and main high streets	City hubs and multi-outlet partners

A note on what is not in this table. You will not find a monthly profit or an expected ROI column here. Those are financial projections, and we will not publish figures we cannot evidence. What we will do is sit down with you and build a realistic model for your specific site, rent and catchment — see page 20.



Express · Standard · Premium · Flagship — the same standard in every one.

MODEL 01 OF 04

Express

A compact storefront for dense residential pockets. The lowest entry point into the network, and the fastest to open.

INDICATIVE INVESTMENT

₹9.90 – 12.50 Lakhs

Store size	250 – 400 sq ft
Team	2 – 3 people
Processing	Collection, finishing and handover in store; bulk washing at the nearest Pure Laundry hub
Best suited to	First-time owners, tier-2 and tier-3 towns, high-density housing

What you get

- Full brand licence and identity kit
- Steam finishing and packing station
- Billing, tagging and order tracking
- Counter, shelving and signage package
- Hub-linked dry cleaning and specialist care
- Launch marketing kit



Lowest capital, fastest to open — a full brand presence in a small footprint.



Why partners choose Express

The heavy equipment sits at the hub, so the store itself stays small, simple to run and cheap to fit out. You get the brand, the counter and the customer relationship without carrying a full processing plant on day one.

MODEL 02 OF 04 **Most chosen**

Standard

A self-sufficient laundry unit for an established catchment — the format most partners begin with.

INDICATIVE INVESTMENT

₹12.50 – 15.00 Lakhs

Store size	400 – 600 sq ft
Team	3 – 4 people
Processing	Washing, drying and finishing in store; dry cleaning routed to the hub
Best suited to	Established residential catchments and mixed-use high streets

What you get

- Everything in Express
- In-store washing and drying line
- Industrial steam press and finishing table
- Sorting, tagging and staging area
- Customer waiting and consultation counter
- Local marketing support for the first quarter



Washing in house means control over turnaround, quality and margin.



Why partners choose Standard

Bringing washing in house is the step that turns a collection point into a business. You control turnaround, you keep more of the everyday laundry margin, and you can take on B2B volume the Express format has to turn away.

MODEL 03 OF 04

Premium

Full-service garment care, with dry cleaning and specialist handling on site.

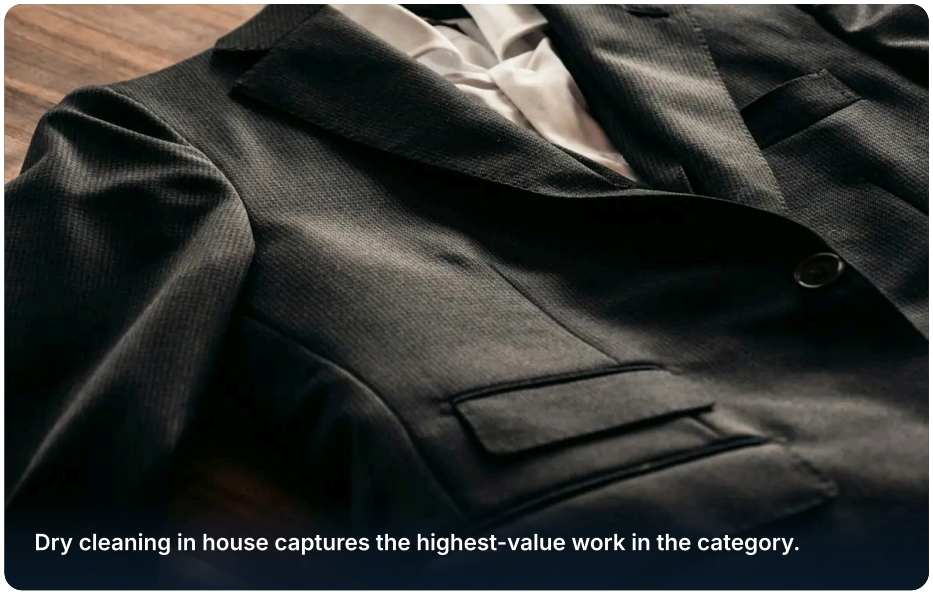
INDICATIVE INVESTMENT

₹15.00 – 17.50 Lakhs

Store size	600 – 900 sq ft
Team	4 – 6 people
Processing	Complete processing in store, including dry cleaning and specialist garment care
Best suited to	Affluent catchments, main high streets, cities with strong occasion-wear demand

What you get

- Everything in Standard
- On-site dry cleaning capability
- Specialist and occasion-wear station
- Household and bulk-item capacity
- Extended retail frontage and display
- Priority territory rights in the agreed catchment



Dry cleaning in house captures the highest-value work in the category.



Why partners choose Premium

Occasion wear, tailoring and household fabrics are where the value per order sits — and they are exactly the work an unorganised competitor cannot take. Premium keeps that revenue in your own store rather than routing it out.

MODEL 04 OF 04

Flagship

A processing hub that serves its own counter and nearby Express units — the platform for a multi-outlet operator.

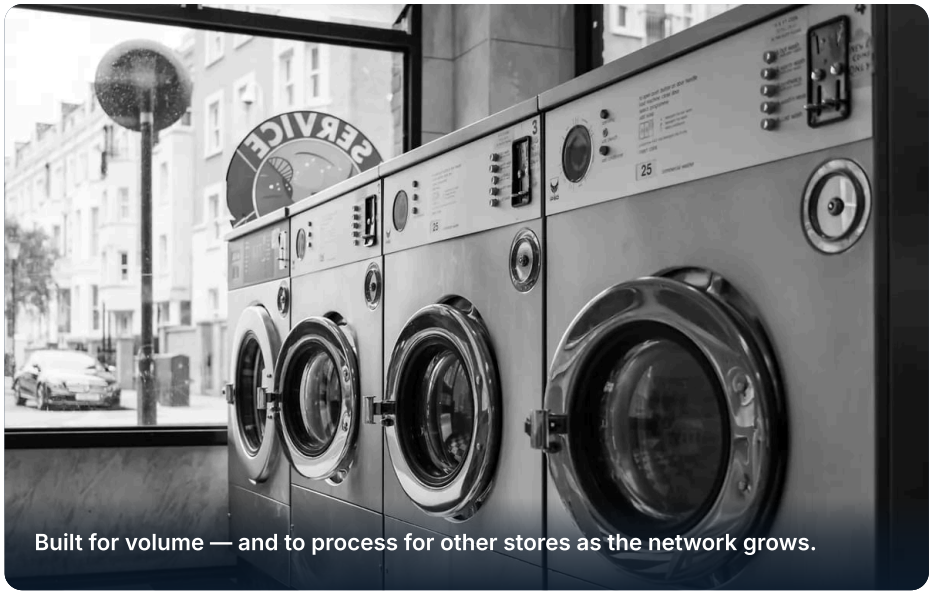
INDICATIVE INVESTMENT

₹17.50 – 19.90 Lakhs

Store size	900 – 1,400 sq ft
Team	6 – 9 people
Processing	Full in-house processing, with capacity to serve satellite Express stores
Best suited to	City hubs, partners planning multiple outlets, B2B and institutional contracts

What you get

- Everything in Premium
- Hub capacity for satellite Express stores
- Higher-throughput washing and finishing line
- Dedicated B2B and institutional handling
- Bulk household and furnishing capability
- Multi-unit development pathway



Built for volume — and to process for other stores as the network grows.



Why partners choose Flagship

A Flagship is not just a bigger store — it is infrastructure. It processes for Express units in its city, which turns a single-site operator into a local network owner, and makes B2B contracts genuinely servable.

THE PACKAGE

What every Pure Laundry franchise includes

Regardless of format. This is the support stack behind the storefront.

01
Brand & territory

- Licence to trade as Pure Laundry
- Defined, agreed catchment
- Complete identity and usage rules
- Listing on the Pure Laundry website

02
Site & setup

- Site selection criteria and assessment
- Store layout and workflow plan
- Equipment specification by format
- Vendor coordination and fit-out guidance

03
Operations

- Written SOPs for every process step
- Rate card and pricing framework
- Quality standards and audit checklist
- Chemical and consumable specification

04
Technology

- Billing and invoicing
- Garment tagging and order tracking
- Customer records and history
- Online booking routed to your store

05
Training

- Owner and manager programme
- Operator training on the SOPs
- On-site support through opening
- Refresher and new-joiner training

06
Marketing & launch

- Opening campaign and collateral
- Local digital listing setup
- Print and outdoor artwork
- Seasonal campaign calendar

Ongoing, not one-off. Support does not end at the opening. Partners get continuing operational guidance, updated SOPs as the standard develops, seasonal campaign material, and a direct line for the problems that only come up once you are actually trading.



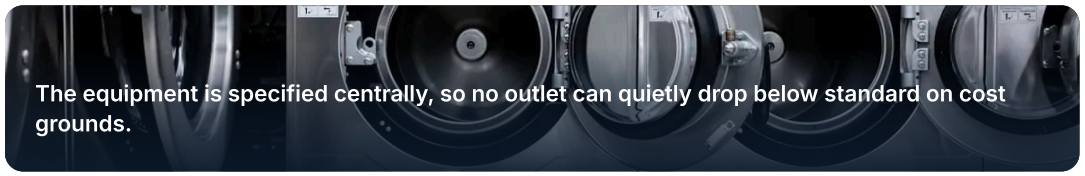
THE INVESTMENT

What the number covers — and what it does not

The figures on page 14 are capital requirements. Here is what sits inside them, and what a partner must budget separately.

Included in the investment

COST HEAD	WHAT IT COVERS
Franchise fee	Brand licence, territory rights and the full operating framework
Machinery & equipment	Washing, drying and finishing equipment specified for your format
Interiors & signage	Counter, storage, racking, lighting, fascia and in-store branding
Technology	Billing, garment tagging, order tracking and customer records
Opening inventory	Chemicals, packaging, hangers, covers and consumables to open with
Training & onboarding	Classroom and on-site training for you and your opening team
Launch marketing	Opening campaign, local collateral and digital listing setup



The equipment is specified centrally, so no outlet can quietly drop below standard on cost grounds.

Budget for these separately

- Property rent, security deposit and any advance
- Working capital for the first months of trading
- Statutory registrations, licences and local approvals
- Applicable taxes, charged at prevailing rates
- Any structural or civil work the premises require

Building your own numbers

We will not hand you a profit projection, because a projection built on someone else's rent, someone else's catchment and someone else's staffing costs is worth nothing to you.

What we will do, during the commercial discussion, is work through the variables that actually determine your outcome — and give you the operating inputs we do know, so the model you build is your own and you can defend it.

- ✓ Your rent, deposit and local staffing costs
- ✓ Realistic catchment size and household density
- ✓ The service mix your area will actually buy
- ✓ Consumable and utility cost per kilogram
- ✓ Ramp-up assumptions for the first months

Our position on financial claims. Pure Laundry does not represent, project or guarantee any level of revenue, profit or return on investment. The figures in this document are indicative capital requirements to help you assess suitability — they are not financial projections.

BEFORE YOU SIGN A LEASE

Site and infrastructure requirements

The wrong premises is the most expensive mistake in this business, and the hardest to undo. Check these before committing to anything.

Power

Three-phase supply with adequate sanctioned load for the format. Washing and finishing equipment cannot run reliably on single phase.

Water

Continuous, adequate supply with storage. Water quality matters — hardness affects both wash results and equipment life.

Drainage

Proper drainage connectivity sized for the outflow. Retrofitting drainage into an unsuitable unit is rarely economic.

Ventilation

Adequate airflow and extraction for drying and finishing equipment, plus the clearances the machinery requires.

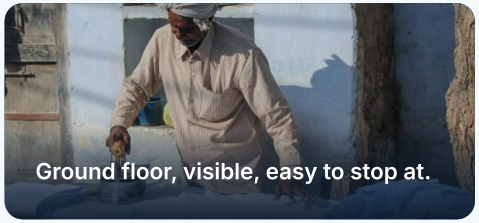
What makes a good catchment

- **Residential density.** Apartment complexes and gated communities within a short radius — households with no drying space are your core customer.
- **Street visibility.** Ground floor, on a road people already use. If it is hard to reach, it does not happen.
- **Parking or easy stopping.** Customers arrive carrying a bag. Somewhere to stop for two minutes matters.
- **Nearby demand generators.** Offices, salons, clinics, gyms, hostels — your B2B pipeline.
- **Loading access.** Room to receive and dispatch bulk items without blocking the entrance.

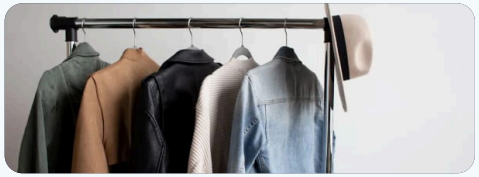
Compliance to arrange locally

- Shop and establishment registration
- GST registration
- Trade licence from the local municipal body
- Fire safety clearance where applicable
- Pollution control consent where required
- Signage or hoarding permission

Requirements vary by state and municipality. We will tell you what typically applies; obtaining local approvals is the partner's responsibility, and we recommend local professional advice.



Ground floor, visible, easy to stop at.



We assess the site with you. Every proposed location is evaluated against these criteria before approval. A site that fails on power or drainage is one we will advise you to walk away from — however good the rent looks.

Training, launch and ongoing support

You do not need laundry experience to run a Pure Laundry. You do need to run it the way it is designed to be run — and that is what we train.

Before opening

Owner & manager programme

- The business model and unit economics
- The full operating standard, end to end
- Fabric knowledge and care labelling
- Pricing, quoting and handling objections
- Staff hiring, roles and rostering
- Using the billing and tracking system

Before opening

Operator training

- Intake, counting, tagging and condition notes
- Sorting rules by colour, fabric and soil
- Machine operation and chemical dosing
- Stain identification and treatment
- Steam finishing technique by garment type
- Packing, checking out and handover

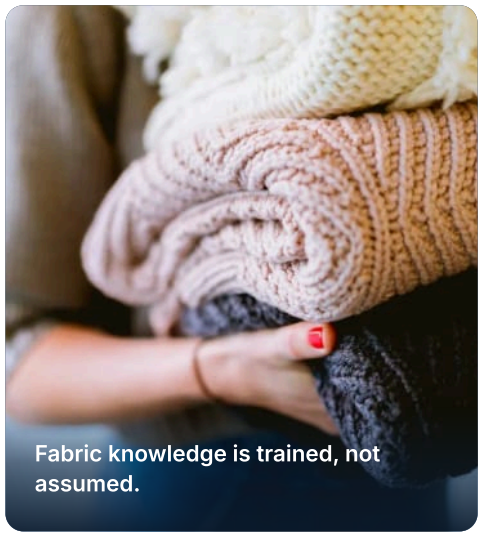
At launch

Opening support

- On-site presence through the opening period
- Live supervision of the first orders
- Launch campaign in the local catchment
- Storefront, signage and display setup
- Digital listings and booking routed to you
- Opening-week troubleshooting

And after the opening

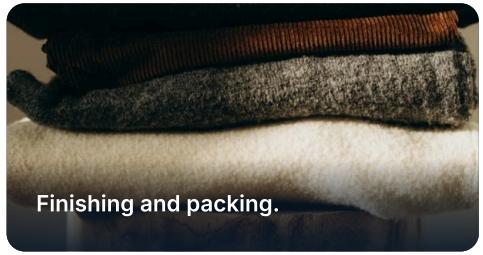
- **Continuing operational guidance** — a direct line for the problems that only appear once you are trading.
- **Updated SOPs** as the operating standard develops, so your store never drifts from the network.
- **Seasonal campaign material** for winter woollens, pre-festival household fabrics and wedding season.
- **Refresher and new-joiner training**, because staff turnover is a fact of retail and standards should not turn over with them.
- **Brand audits** against the operating standard — process, presentation and customer handling.



Fabric knowledge is trained, not assumed.



Repairs and alterations.



Finishing and packing.

THE PROCESS

From first enquiry to opening day

Six stages. You will know exactly where you stand at each one, and what happens next.

01

Enquiry

You share your city, background and investment capacity. We review it and come back to you.

02

Introductory call

We walk through the model, the formats and what is expected on both sides. Your questions, answered directly.

03

Location review

We assess the catchment and the proposed site against the criteria on page 21, and agree the right format.

04

Commercials

Terms, investment structure and scope set out in full. You build your own numbers with our operating inputs.

05

Agreement & onboarding

Agreements completed, territory confirmed, equipment ordered, and training scheduled.

06

Fit-out & launch

Store built to brand standard, team trained, campaign live, and the doors open with us on site.

We are selecting, not just selling

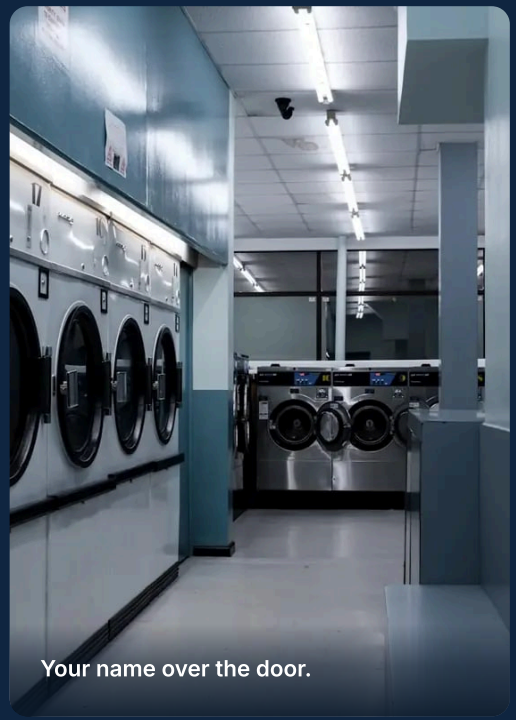
Not every enquiry becomes a franchise, and not every site gets approved. A store that fails damages the brand for every other partner.

You should be diligent too

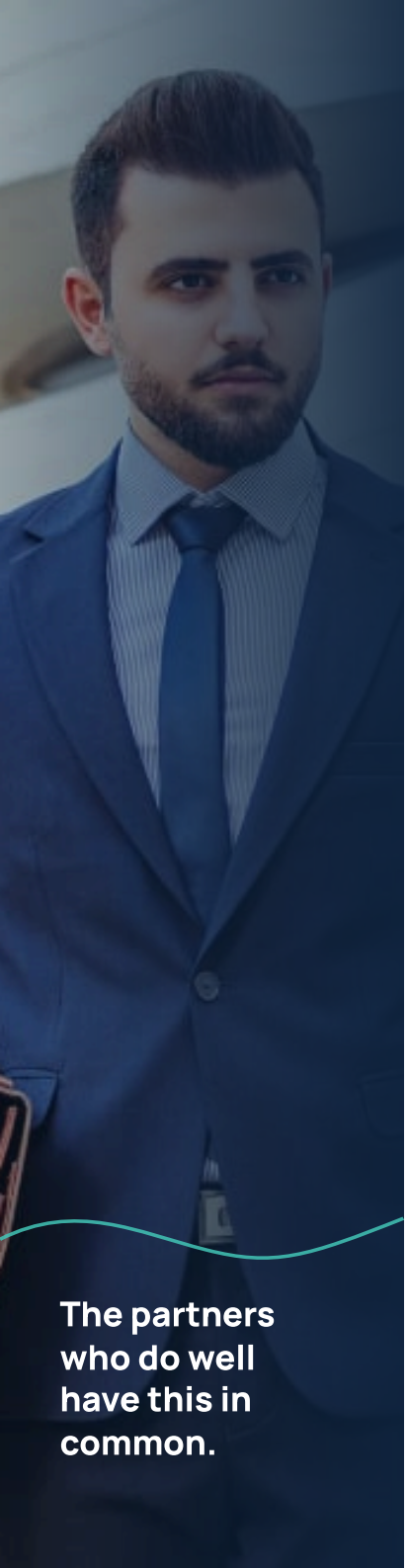
Take the agreement to your own lawyer. Build your own financial model. Ask us the hard questions — we would rather answer them now.

Timelines depend on the site

Premises, approvals and fit-out drive the schedule more than anything we control. We will give you a realistic timeline once the site is fixed.



Your name over the door.



THE FIT

Who we are looking for

Franchising works when both sides want the same thing. You do not need laundry experience — the process is trained. What cannot be trained is the following.

Entrepreneurial intent

You want to build and run a business, not hold a passive investment. Owner-run stores outperform absentee ones, consistently.

Local market understanding

You know your city and your catchment — which streets matter, which complexes, which competitors.

A service mindset

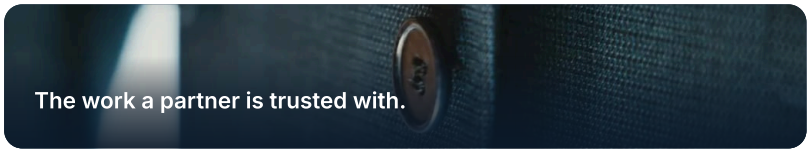
Garment care is a trust business. The partners who do well treat a complaint as information, not an inconvenience.

Commitment to the standard

Willing to run it as documented. A store that quietly drops below the standard damages every other store in the network.

Adequate capital

The investment for your format, *plus* rent, deposit and working capital. Opening under-capitalised is how a good site still fails.


The work a partner is trusted with.

QUESTIONS

Frequently asked

Do I need experience in laundry?

No. The process, fabric knowledge and machine operation are all trained. Business sense and a service mindset matter more.

Can I own more than one store?

Yes. The Flagship format is designed for it — it processes for satellite Express units, the most capital-efficient way to add outlets in one city.

Do I get an exclusive territory?

A defined catchment is agreed as part of the commercial discussion, with exact terms set out in the franchise agreement.

How long until the store opens?

It depends almost entirely on premises, local approvals and fit-out. We give you a realistic schedule once a site is fixed — not before.

What returns should I expect?

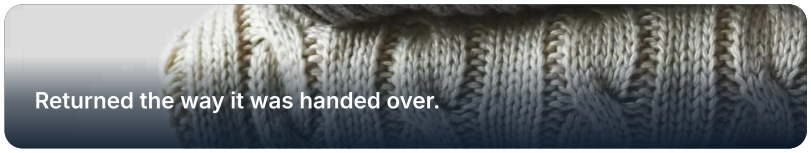
We do not publish revenue, profit or ROI figures — we will not put numbers in front of you we cannot evidence. We will help you build your own model from real operating inputs.

Can I run it without being there daily?

Possible with a strong manager, but we are candid: owner presence correlates strongly with how a store performs, particularly in the first year.

What if I already run a laundry?

Conversions are considered case by case. The site, the equipment and your willingness to move fully onto the Pure Laundry standard all have to work.


Returned the way it was handed over.

NEXT STEPS

Let's talk about your city.

Send us your city, your background and the format you are considering. We will review it and come back to you to arrange an introductory discussion — no obligation, and no pressure.

SPEAK TO

Rajesh Kumar Sinha

Franchise Development

PHONE & WHATSAPP

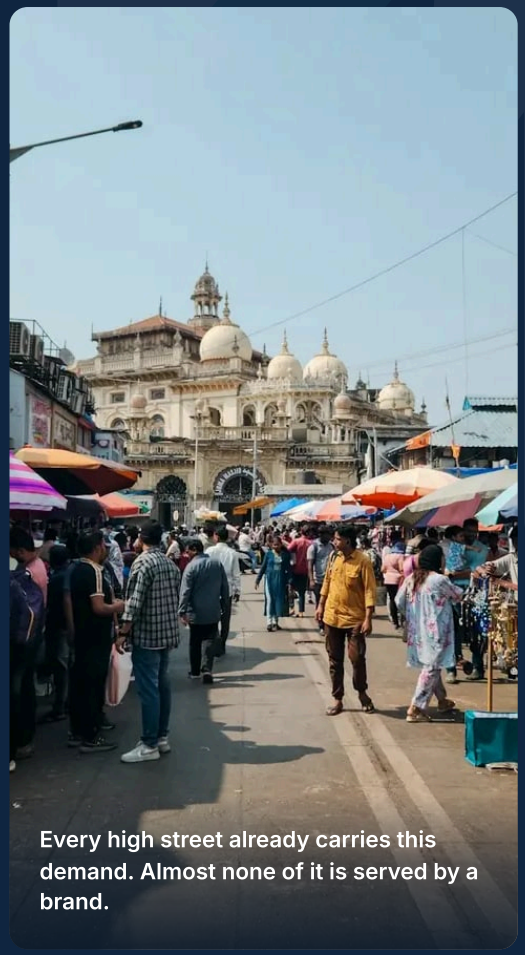
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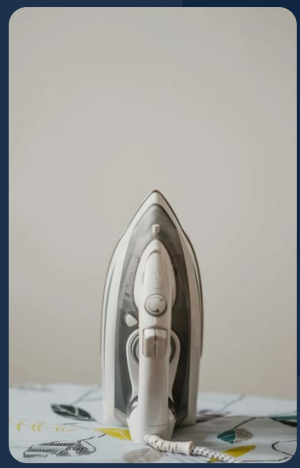
Franchise enquiries

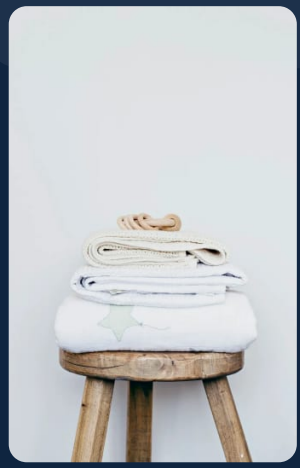
ONLINE

purelaundry.in/franchise

Enquiry form and all four models







IMPORTANT DISCLOSURES

This document is provided for information only. It is not an offer, an invitation to invest, or a securities document, and it does not form part of any contract. **Pure Laundry does not represent, project or guarantee any level of revenue, profit or return on investment.** Investment figures shown are indicative capital requirements to help you assess suitability; actual requirements vary with location, format, property condition and local setup costs, and are confirmed only during the commercial discussion. Rates, specifications, inclusions and formats are indicative and subject to revision. Market statistics are third-party estimates, attributed where cited, and are included for context only — they are not a forecast of any individual store's performance. Statutory registrations, licences and approvals are the partner's responsibility and vary by state and municipality. Binding terms are set out only in a signed franchise agreement. You should take independent legal, tax and financial advice before committing.