



# India's largest steam ironing service company

Established 2012

Franchisee proposal

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**natu<sup>fa</sup>ls**  
unisex salon & spa

**green trends**  
HAIR & STYLE SALON



**Reliance****fresh**

**b! bigbasket**



**BIG BAZAAR**  
NAYE INDIA KA BAZAAR

**amazon**



**Mahindra**  
**First Choice**  
MULTIBRAND CAR WORKSHOP

**b! goBumpR**

Established with a view  
providing organized  
service framework for  
laundry services



**Purple**  
Ironing

# Brands



Purple Ironing runs 18  
steam ironing  
neighbourhood stores  
across Coimbatore city



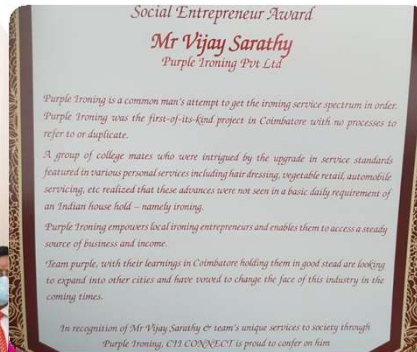
Washhouse is a laundromat  
based store operating in  
Coimbatore & Tirupur.  
Erode to open shortly



Wyto wash caters to upcountry  
markets focussed on serving  
customers of Ramraj Cotton  
across Coimbatore, Tirupur &  
Erode districts



# Awards & Recognition



## Social Entrepreneur of the Year 2020

Recognized for the contribution to social change through unique business model of Purple

**THE S-FILES**

Now, Book A Dhobi With A Tap Of Your Phone  
**Door-to-door laundry, empowered with an app**

Aparna Desikan  
@timesgroup.com

**P**adma Senthil Kumar from Sidhapur, Coimbatore, does not have to make the trip to the local ironing pushcart to get her laundry ironed. For the past couple of years, she gets her ironing done on demand by using an app, created by startup Purple Ironing.

The selling point for her is that, "They don't differentiate between garments, unlike local unorganised players. The quality is also much better, as they use steam ironing," she added.

While Coimbatore has seen a host of laundromats cropping up, the question of scale arises - as they are not exactly profitable for bulk orders. Working on this point, friends Vijaysarathy, Amanullah T A and Vivek CM, came up with Purple Ironing, which works on a subscription model.

**WRINKLE FREE:** Vijaysarathy, TA Amanullah, CM Vivek

**HAPPY TO PRESS**

Along with steam ironing, co offers anti-microbial wash & dry cleaning

<b>Name  </b> Purple Ironing	<b>Strength  </b> 50	<b>Clients  </b> Households in Coimbatore and Tirupur
<b>Founder  </b> Vijaysarathy, TA Amanullah and CM Vivek	<b>Funding  </b> Undisclosed raised funding from Kishore Ram	<b>Initial Capital  </b> ₹ 1 lakh

drop off their clothes. We initially had a cartload at TIE's pitch fest was im-

## Press Coverage on unique effort

Media coverage of consistent including Times of India, The & yourstory.com



## Model Store



# Company role

Empower training, Store layout designing & marketing support to generate customer leads

Manage Customer App framework, Billing and tracking software and brand marketing



Maintain backend washing unit to process Dry cleaning & starching orders

Pickup and delivery of clothes from and to back end washing unit for centralized services

# Franchisee Role



Manage regular customer base segment wise as per target revenue model



Store operations 8am to 7pm store with steady ironing & Quick wash processes in-house



Local promotion to build customer store walk-in assisted by Company



Local pickup & delivery of customer orders generated by company central



Recruit and maintain manpower required for regular business



Updation of billing details and customer requests in company software



# Investment & Returns outline

**Franchisee  
Owned  
Franchisee  
Operated  
Store  
Model**

Store type	Main town store	Small town store	Mini store
Investment outlay	10 lakhs	6 lakhs	4 lakhs
Monthly Revenue	> 2lakhs	> 1 lakh	> 1 lakh
Regular expenses estimate	1.4 lakh	75k	60k
Estimated monthly returns	60k	25k	15k

Decentralized Steam ironing & Quick wash services revenue accrual to Franchisee with fixed monthly payouts to Company

Centralized Dry cleaning & Starching services revenue – 30% revenue share to Franchisee

# Target locations

Pollachi  
Udumalpet  
Karur  
Gobichettipalayam  
Namakkal  
Rasipuram  
Tiruchengode

8. Kangeyam  
9. Dharapuram  
10. Palladam  
11. Avinashi  
12. Sular  
13. Mettupalayam  
14. Sathyamangalam







# Contact Details

## Address :

**26A/2, Bharathi colony Road, Peeleamdu, Coimbatore**

**76, Kangeyam road, Opp Velan hotel, Tirupur**

## Phone :

**Customer helpline – 8124500045**

**Business enquires - 8682912345**

## Webiste :

[www.purpleironingservices.com](http://www.purpleironingservices.com)

[www.wytowash.com](http://www.wytowash.com)

