



India's First Premium Live Dry Cleaning Studio



Premium, eco-friendly and technology-driven
dry cleaning designed for the modern lifestyle.

washyfi.in

ABOUT WASHYFI

WashyFi is a new-generation Premium Live Dry Clean Studio concept created to redefine garment care through technology, transparency and superior service.

Unlike traditional laundry outlets, WashyFi introduces a modern retail experience where customers can witness professional garment care processes in a premium studio environment.

Our goal is to deliver world-class fabric care services while maintaining affordability convenience for customers.

With a strong focus on quality, customer trust and operational excellence, WashyFi is positioned to become one of the most trusted garment care brands expanding from India to International markets in the coming years.





OUR VISION

To become a globally trusted premium garment care brand delivering unmatched quality, transparency and affordability.

OUR MISSION

To build a strong network of WashyFi Live Dry Clean Studios across India and expand to international markets including UAE, Saudi Arabia and Montenegro by 2030.





WHY WE ARE UNIQUE IN FRANCHISING

First time in the history of laundry dry cleaning industry, we are introducing a **Dry Clean Studio** with a premium store service positioning, which has a growing market demand with high repeat customer potential.

WHY TO INVEST IN WASHIFY FRANCHISE

1. First Live Dry Clean Studio concept
2. End-to-end operations without the dependency of skilled workforce
3. First ever brand to launch a combination of both affordable and premium service
4. First brand with customer-friendly end-to-end in-house CRM solutions
5. First dry-cleaning franchising brand with own machinery and equipment

OUR SUPPORT

1. Location identification
2. Complete store setup with live guidance
3. Machinery installation and service support
4. Staff and employee training support
5. Business Launch Assistance with inauguration SOP.
6. Continuous operations / team support
7. End to End CRM SUPPORT.
8. 24x7 Customer Care support
9. Claims Settlement support
10. Branding & Marketing Support.

OUR SERVICES

WashyFi provides a complete range of premium garment and accessory care services.

Premium Dry Cleaning

Professional dry cleaning for delicate and premium garments.

Premium Laundry Services

High-quality washing and finishing for daily wear garments.

Steam Pressing

Professional steam pressing for perfect finishing.

Shoe Cleaning & Restoration

Specialized cleaning for sneakers, leather and premium footwear.

Bag Cleaning & Care

Luxury bag cleaning and restoration services.

Curtain & Upholstery Cleaning

Professional cleaning for home fabrics and large garments.

Premium Accessories Care

Expert care solutions for special fashion accessories.

Startching and Pressing

Automatic startching and pressing for Dhotis and Sarees



BIO CLEAN – BUSINESS MODEL

The **Bio Clean Model** is a specialized WashyFi operational format designed to cater to both **B2B (Business - to - Business)** and **B2C (Business-to-Consumer)** markets. This model is ideally suited for **tourism-driven locations** with a strong presence of resorts, boutique hotels, wellness spas, and premium residential communities.

Bio Clean units are strategically positioned to serve **high-demand hospitality environments, offering professional garment care and fabric cleaning services with WashyFi's signature - Live Studio experience .**

B2C Service Offerings

The Bio Clean studio delivers premium garment care services directly to customers, including:

- * **Premium Live Dry Cleaning**
- * **Premium Live Laundry Services**
- * **Premium Steam Pressing & Finishing**
- * **Specialized Fabric Care**

These services are executed through WashyFi's **Live DRY Cleaning Studio Concept**, ensuring transparency, quality, and customer confidence.

B2B SERVICE

In addition to "RETAIL CUSTOMERS", the Bio Clean model is designed to support hospitality and commercial clients with professional cleaning solutions, including:

- * **Resorts**
- * **Boutique Hotels**
- * **Wellness & Spa Centers**
- * **Hospitality Facilities**





Key B2B Services Include:

- * Professional Linen Laundry
- * Uniform Cleaning & Maintenance
- * Curtain & Upholstery Cleaning
- * Carpet Cleaning Services

Infrastructure Requirement

To efficiently operate the Bio Clean model and handle both B2C and B2B service volumes, a **minimum operational space of 1200 sq. ft.** is recommended. This space allocation ensures smooth workflow, proper equipment placement, and a premium customer experience.

MODEL- BIO CLEAN			
SERVICES - Hospitality Laundry / Carpet Cleaning / Dry cleaning / Premium Dry cleaning / Premium Steam Press / Automatic Starch and Roll Press			
AREA REQUIRED - 1500 to 2000 sqft			
CAPACITY - Washing & Dry Cleaning 700kg to 800kg & 200 Pcs to 400 Pcs / Day			
MACHINERIES			COST
WET CLEANER 25 Kg	2		1470000
MULTI-SOLVENT DRYCLEAN-MACHINE 10 Kg	1		825000
MULTI DRYER 15 Kg	1		325000
FLAT WORK IRONER	1		568500
DRYER 30 Kg	1		530000
FULLY AUTOMATIC IRON TABLE - 3 SETS	3		250000
CARPET CLEANING MACHINE	1		280000
PACKING MACHINE	1		80000
COMPRESSOR	1		62500
PRINTER+MATERIALS	1		25000
CLEANING SOLUTION			250000
ONE TIME FRANCHISE FEES			900000
PLUMBING ,ELECTRICAL,SERVO STEBILAIZER,GLASS WORK AND TRANSPORTATION AS ACTUAL BY THE INVESTOR.			
GST 18% EXTRA			
TOTAL INVESTMENT			5566000

WASHYFI – BIO PLUS MODEL

The Bio Plus Model is a pure B2C (Business-to-Customer) studio concept designed to operate in prime commercial locations with strong walk-in customer potential. This model focuses on delivering premium garment care services with high service standards and a superior customer experience.

Bio Plus studios are designed to cater exclusively to individual customers who seek high-quality cleaning, finishing, and specialized care for garments and personal accessories.

Services Offered

Premium Live Dry Cleaning – Professional garment cleaning using advanced dry cleaning technology.

Premium Live Laundry – High-quality washing and fabric care for everyday and delicate garments.

Premium Live Pressing – Expert finishing and professional pressing to give garments a perfect look.

Premium Live Accessories Care – Specialized cleaning services for items such as:

- * Shoes
- * Helmets
- * Dolls
- * Bags
- * Other personal accessories





Location Requirement

The **Bio Plus Model** is best suited for **prime locations** with high customer visibility such as residential hubs, commercial centers, and busy shopping areas.

Minimum Space Requirement

Minimum area required: **700 Sq. Ft**

This space will accommodate the **customer service area, processing section, and finishing zone** required for efficient operations.

MODEL- BIO PLUS		
SERVICES - Dry cleaning / Premium Dry cleaning / Accessories / Premium Accessories / Premium Laundry / Premium Steam Press / Automatic Starch and Roll Press		
AREA REQUIRED - 700 to 750 sqft		
CAPACITY - Washing & Dry Cleaning 200kg to 250kg & 200 Pcs to 400 Pcs / Day Shoe cleaning 50 Pair to 100 Pair /Day		
MACHINERIES		COST
MULTI-SOLVENT DRYCLEAN-MACHINE 10 Kg	1	825000
WET CLEANER 16 KG	1	474000
MULTI DRYER 15Kg	1	325000
FLAT WORK IRONER	1	568500
FULLY AUTOMATIC IRON TABLE - 2 SETS	2	195000
FOOTWEAR / HELMENT - CLEANING MACHINE	1	175000
FOOTWEAR & HELMENT - DRYER (20 Pairs Per 2 Hrs)	1	250000
PACKING MACHINE	1	80000
COMPRESSOR	1	62500
PRINTER+MATERIALS	1	25000
CLEANING SOLUTION	1	200000
ONE TIME FRANCHISE FEES	1	700000
PLUMBING ,ELECTRICAL,SERVO STEBILAIZER,GLASS WORK AND TRANSPORTATION AS ACTUAL BY THE INVESTOR.		
GST 18% EXTRA		
TOTAL INVESTMENT		3880000

BIO GUARD

Bio Guard is a unique **B2C-focused WashyFi model** designed specifically for **towns and residential areas**, offering convenient and fast garment care solutions.

This model primarily focuses on **live accessory care services** such as shoe cleaning, helmet cleaning, bag cleaning, and **premium live ironing for all types of fabrics**, ensuring customers receive quick and high-quality finishing services.

In addition to these core services, Bio Guard also operates as a **strategic pickup and drop point** for other WashyFi premium services handled by nearby **WashyFi Bio Clean and Bio Plus** stores. Through this integrated ecosystem, Bio Guard partners earn **additional revenue through a profit-sharing model** while supporting the larger WashyFi service network.

This model allows franchise partners to start with a **compact setup, lower investment, and high operational efficiency**, making it an ideal entry point into the WashyFi premium garment care ecosystem.





MODEL- BIO GUARD		
SERVICES - Accessories /Premium Accessories / Premium Steam Press		
AREA REQUIRED - 250 to 300 sqft		
Shoe cleaning - 50 Pair to 100 Pair /Day		
MACHINERIES		COST
FULLY AUTOMATIC IRON TABLE - 2 SETS	2	195000
FOOTWEAR / HELMENT - CLEANING MACHINE	1	175000
FOOTWEAR & HELMENT - DRYER (20 Pairs Per 2 Hrs)	1	250000
PRINTER+MATERIALS	1	25000
CLEANING SOLUTION AND PACKING MATERIALS	1	50000
ONE TIME FRANCHISE FEES	1	300000
PLUMBING ,ELECTRICAL,SERVO STEBILAIZER,GLASS WORK AND TRANSPORTATION AS ACTUAL BY THE INVESTOR.		
GST 18% EXTRA		
TOTAL INVESTMENT		995000





"Why Laundry and Dry Cleaning Business"

The current unorganised Laundry and Dry Cleaning industry itself is worth 2200000 Crores and the predicted growth with organised players stepping in is predicted to be around 4500000 Crores which is almost double and will follow the pattern until 2030.



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