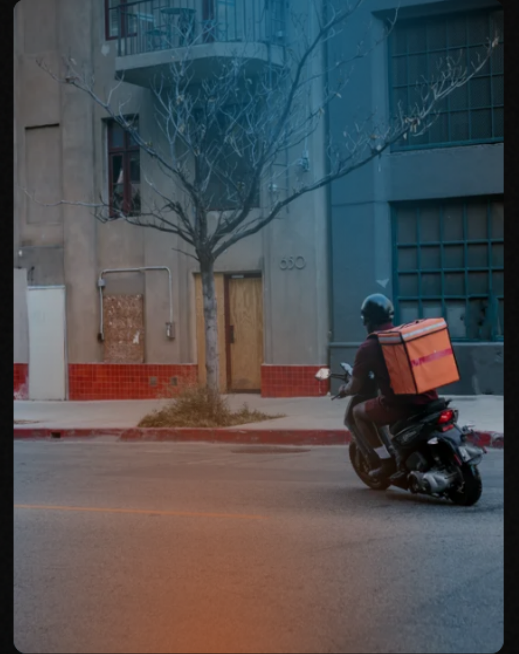
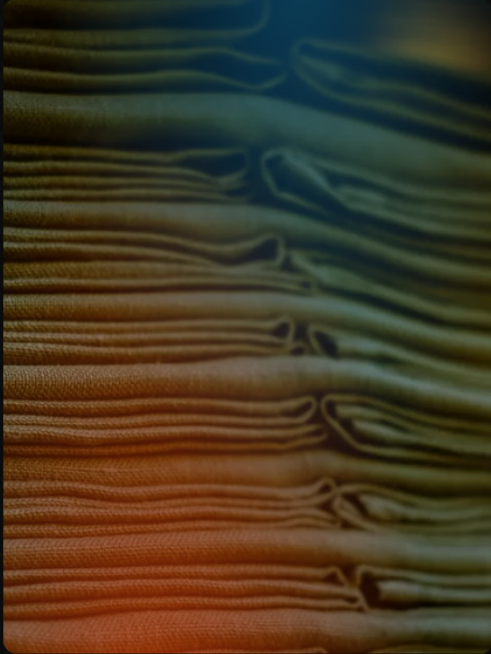




Laundry subscriptions for student hostels and co-living



THE PROBLEM

Hostel students and co-living residents have no washing machine and no time. They hand clothes to local dhobis with no tracking, lose items every month and pay by the piece.

Hostel operators get the complaints but have no way to run laundry well themselves. Most treat it as a cost they want off their books.

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HOSTELS LIVE IN PUNE

3,800

ACTIVE SUBSCRIBERS

91%

RENEW EACH MONTH



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HOW IT WORKS

Residents pay ₹699 a month for 30 kg of wash and fold. Bags are tagged with a QR code, picked up from the hostel twice a week and returned within 48 hours. The hostel gets 12% of revenue and zero complaints.



One central plant per city serves 40 hostels.



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Each subscriber earns **₹231 gross margin** a month,
paid back in under 5 months.

Revenue

₹699 per subscriber per month, billed by UPI autopay.

Costs

₹384 for plant, logistics and detergent, plus ₹84 hostel share.

Acquisition

₹1,050 per subscriber, mostly from first-wash offers at move-in.



Raising **₹6 Cr** to open Bengaluru and Hyderabad plants.

Plants, 55%

Two new city plants, each sized for 12,000 subscribers.

Hostel sales, 30%

Partnerships with three large co-living chains.

Tech, 15%

Route planning and item tracking. Contact founders@laundrop.example.

