

Cleanhub India Private Limited



India's Emerging Integrated Car Cleaning , Home Cleaning & Laundry Services Platform

Convenience. Hygiene. Trust.

Company Overview

CleanHub India Private Limited is building a technology-enabled, organized cleaning services ecosystem through its flagship brand Servexaa.

What We Do

- Doorstep car cleaning
- Professional home cleaning
- Laundry & dry-cleaning services
- Subscription-based recurring services
- B2B & society partnerships

Vision

To become India's most trusted on-demand cleaning & home services company.



The Problem

India's Cleaning Industry is Still Highly Unorganized

● Consumer Challenges

- Lack of trusted service providers
- Untrained workforce
- No service standardization
- Inconsistent pricing
- Poor customer support
- No digital convenience

● Market Reality

Over 90% of India's cleaning & home service market is still fragmented and offline.

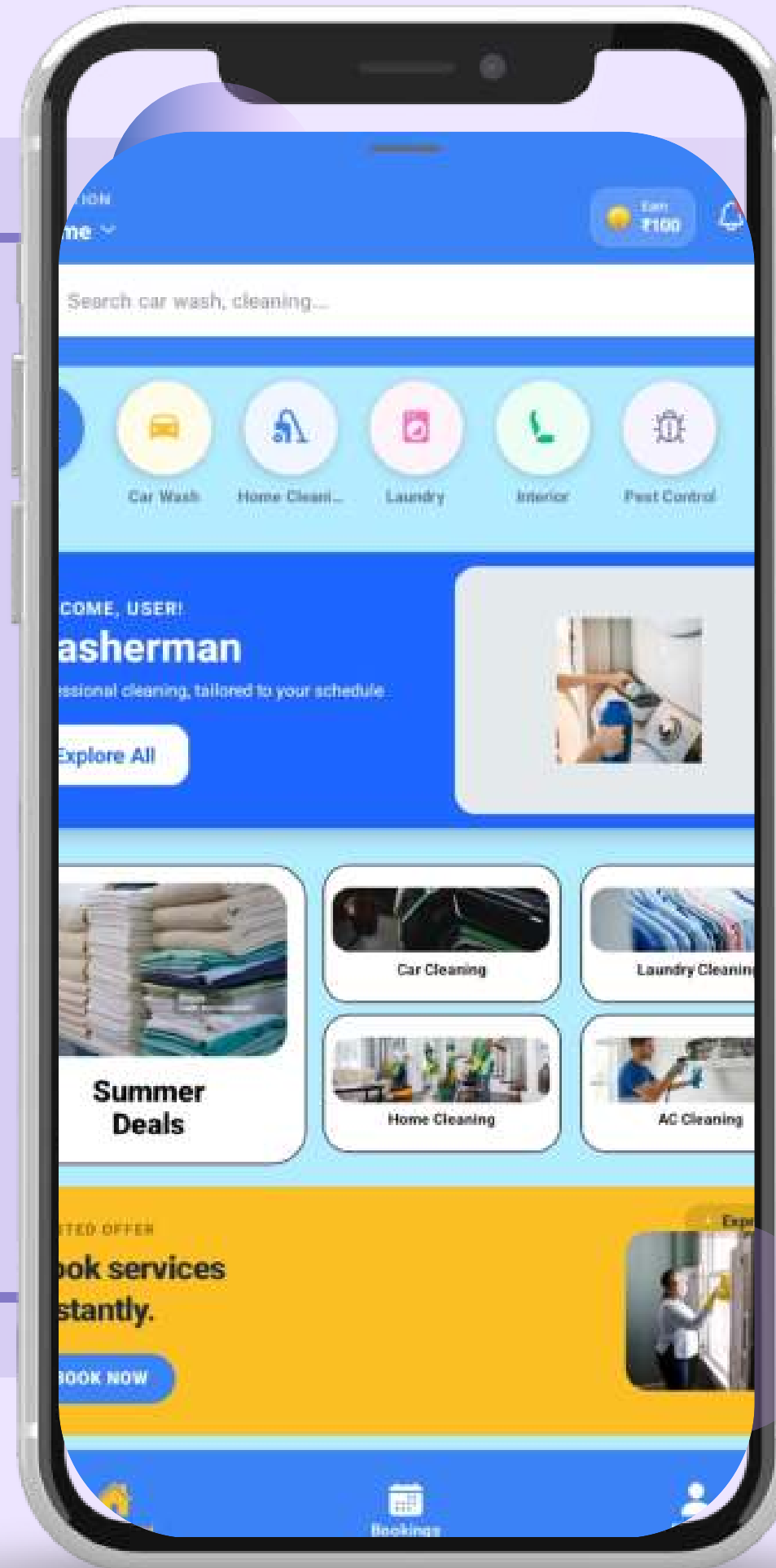
● Result

Customers struggle with:

- Poor quality
- Delayed service
- Safety concerns
- Lack of accountability



Market Opportunity



● India's Home Services Market is Rapidly Growing

India's home services industry is witnessing massive growth due to:

- Increasing urban population
- Busy working professionals
- Rising disposable income
- Growth in nuclear families
- Higher demand for convenience-based services

The Indian consumer is rapidly shifting toward on-demand doorstep services for cleaning, maintenance, and personal care.

Industry Size & Growth

Home Services Market

- India's home services market is estimated to exceed ₹1.5 lakh crore+
- Expected CAGR growth: 15–20% annually
- Driven by Tier-1 & Tier-2 city expansion

Car Wash Industry

- Over 40+ million registered cars in India
- Rising demand for doorstep car cleaning subscriptions
- Premium car detailing market growing rapidly in urban cities

Laundry & Dry Cleaning Market

- Indian laundry market valued at ₹5 lakh crore+
- Organized sector still underpenetrated
- Huge opportunity for tech-enabled laundry brands

Key Market Drivers

Urban Lifestyle Shift

- **Consumers prefer:**
 - Convenience
 - Time-saving solutions
 - Trusted professionals
 - App-based bookings
- **Increasing Smartphone Penetration**
 - India has 800M+ smartphone users
 - Digital payments & online booking adoption increasing rapidly

Subscription Economy Growth

Recurring service models are becoming popular:

- Monthly car cleaning
- Weekly home cleaning
- Laundry subscriptions

This creates:

- Predictable revenue
- Higher customer retention
- Strong unit economics

Gap in the Market

Target Audience

Despite high demand:

- Most local vendors are unorganized
- Quality & trust issues remain
- No standard pricing
- Poor customer experience
- Limited digital accessibility

Servexaa solves this through:

- Verified professionals
- Standardized pricing
- Technology-driven operations
- Doorstep convenience
- Subscription-based services

Primary Customers

- Working professionals
- Urban households
- Apartment residents
- Car owners
- Students & bachelors

Commercial Customers

- Offices
- Restaurants
- Retail stores
- Housing societies

Why Now?

India is Ready for Organized Cleaning Services

● Key Industry Trends

- Rapid urbanization
- Growing middle-class spending
- Smartphone penetration
- Convenience-first consumer behavior
- Hygiene awareness post-COVID

● Consumer Shift

Customers now prefer:

- ✓ App-based booking
- ✓ Verified professionals
- ✓ Subscription models
- ✓ Digital payments
- ✓ Doorstep convenience

● Validation

India's instant home service platforms crossed 10 million monthly active users in 2026.



Introducing Servexaa

One Platform. Multiple Essential Services.



Servexaa is a modern on-demand home services platform operated under CleanHub India Private Limited, focused on delivering reliable, affordable, and technology-enabled lifestyle services across urban India. The platform connects customers with trained service professionals for essential daily services including car cleaning, home cleaning, laundry, and other doorstep solutions.

Servexaa aims to simplify urban living by providing high-quality services through a seamless digital experience, standardized operations, and customer-centric support.

Business Model

Recurring Revenue Driven Model

Revenue Streams

1. One-Time Service Orders

Individual service bookings

2. Monthly Subscriptions

Daily/weekly recurring plans

3. Society Partnerships

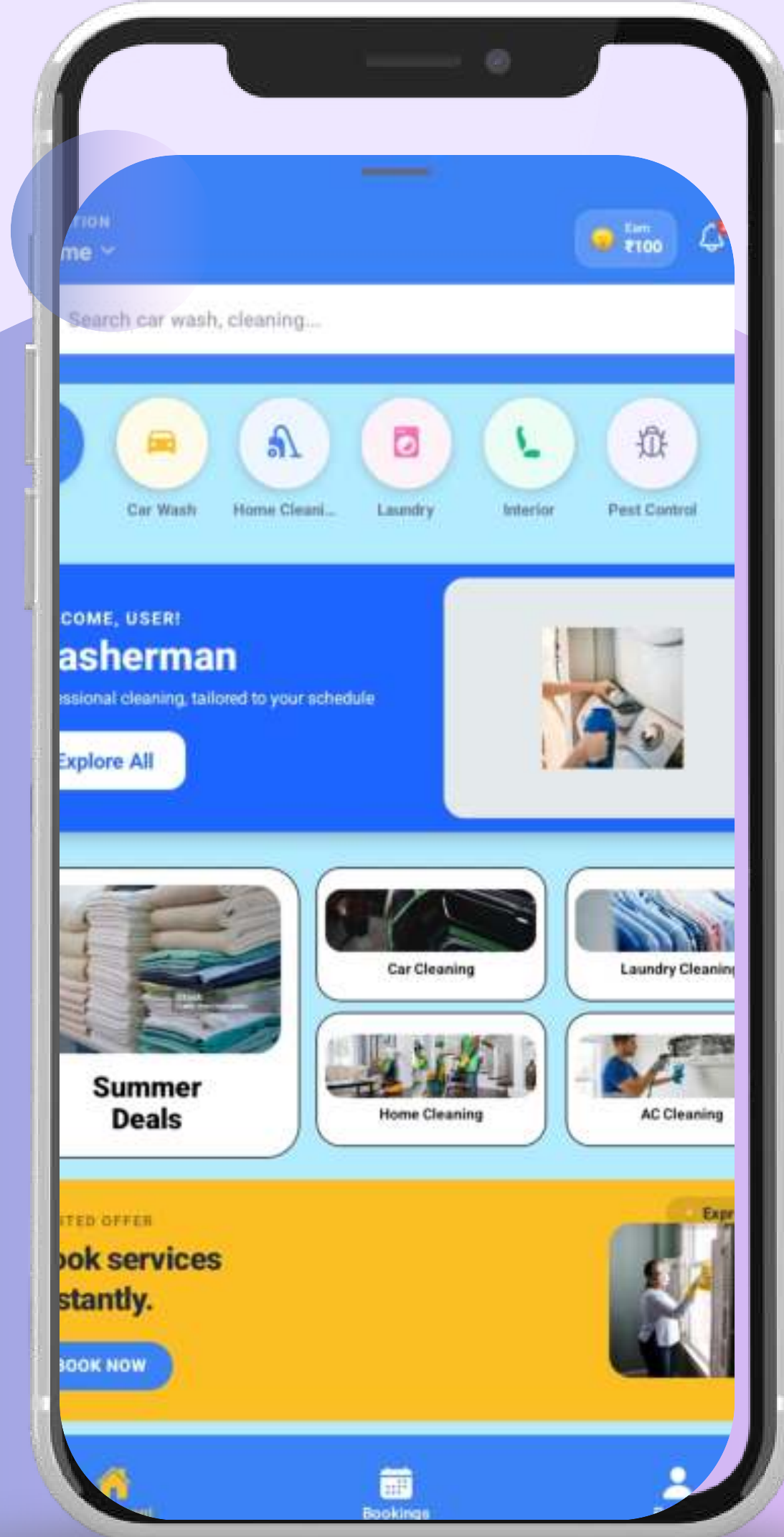
Apartment & gated community tie-ups

4. Corporate Services

Office cleaning & fleet maintenance

5. Premium Services

Express cleaning & detailing packages



Technology & Operations

Technology-Led Service Delivery

● Platform Features

- Mobile-first booking
- GPS-based scheduling
- Digital payment integration
- CRM & customer management
- Real-time service tracking
- Automated subscription billing

● Operational Advantages

- Higher efficiency
- Better customer retention
- Scalable workforce management
- Lower operational leakages

Competitive Landscape

Competitive Positioning



Player	Primary Focus	Limitation
Urban Company	Home services	Limited integrated cleaning ecosystem
Local Vendors	Cheap services	Poor standardization
Laundry Chains	Laundry only	Single-category model
Pronto	Instant home services	Focused on rapid delivery model, limited deep-service ecosystem

Market Validation

Urban Company Growth

- Revenue grew 38% YoY in FY25
- Company achieved profitability before IPO

Rising Demand

Daily bookings in instant home services surged rapidly in India

Vehicle Growth

India recorded 2.6 million vehicle retail sales in April 2026 alone.

Opportunity

The demand for organized cleaning & maintenance services is accelerating across India.

Go-To-Market Strategy

Phase 1 – Hyperlocal Launch

Target:

- Residential apartments
- Housing societies
- Urban households

Phase 2 – Partnerships

Collaborate with:

- Car dealerships
- RWAs
- Offices
- Fleet operators

Phase 3 – Multi-City Expansion

Expand via:

- Franchise model
- Local partnerships
- City operations hubs

Financial Projections

Year	Revenue	Customers	Cities
2026	₹5Crore	5,000+	1
2027	₹25Crore	40,000+	3
2028	₹60Crore	60,000+	8
2029	₹100Crore	80,000+	12

Target Metrics

- Gross Margin: 35–45%
- Repeat customer rate: 60%+
- Subscription-driven recurring revenue

Funding Requirement

Seeking Strategic Investment For:

40% — Customer Acquisition

Digital marketing & branding

30% — Technology

App development & automation

20% — Operations

City launch & workforce onboarding

10% — Team & Admin

Core management & infrastructure

Expected Outcomes

- **Faster city expansion**
- **Brand visibility**
- **Scalable operations**
- **Market leadership positioning**



Thank You.

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