

## QUICK WASH

# Wash your dirty linen in public and pay for it too

**W**e always run away from washing clothes. It is the most tiring work that one can do. Especially for those who stay as PGs or share rooms with friends, washing clothes is next to impossible. It is because of this there are many who wear their unwashed jeans for weeks so that they don't have to do the most taxing task.

Keeping this concept in mind Anshul Gupta along with his brother Ankur started in what could be India's first chain of Laundromats (self-service laundries) by pioneering the concept of community washing in India.

In two years of its existence, Quick Clean has opened outlets across Delhi from Satya Niketan to Kingsway

Camp and Dwarka to Gurgaon. QC's offers pick and drop facility; wash, dry and fold service; free wi-fi, music, magazines and coffee bar for the customers to sit and enjoy while doing laundry.

But in a country obsessed with getting a maid to do the household laundry or even making a gradual shift to having their own washing

machines - will it inspire others to take up the enterprise? Ankur says, "This is the need of the hour. People do not have time nowadays to wash their clothes. There is no quality washing even by the maids. Keeping in mind the youth and working professionals we came up with this idea. It has been a hit so far."

The clients that QC gets



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**ANKUR GUPTA**

are often students who don't get time or are just plain lazy. "We get maximum students as it is difficult for them to wash clothes at home or in hostels. We also get office goers and married couples also coming to wash heavier clothes like quilts and curtains," said Sahil Gupta, QC's Operational Manager.

The idea is to offer quality machines on pay-per-use basis to customers living on rent - students, bachelors, working couples and nuclear families - who refrain from buying washing machines. They only have to pay for what they use and hence the service turns out to be economical.

**Neha Das**