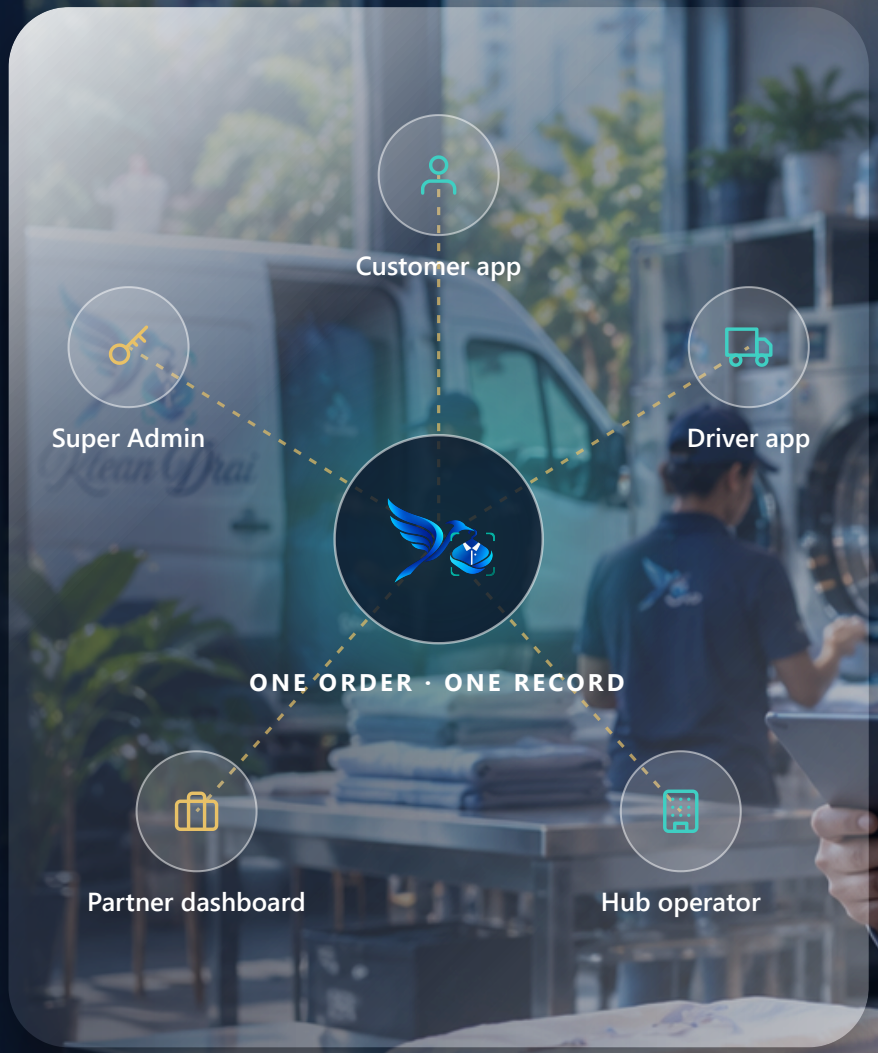
Klean Drai
Intelligent Cleaning. Every Garment. Every Time.

PARTNER BROCHURE · BUSINESS PARTNER PROGRAMME

The Intelligent Laundry Operating Network.

You build the local business. Klean DrAi provides the system: five connected interfaces carrying every order from the customer's phone to your hub and back.

For laundry & dry-cleaning operators · local entrepreneurs · territory builders



GET THE APP

Scan to download Klean DrAi on Google Play

See the experience your customers will have.

01 · THE OPPORTUNITY

Laundry demand is steady. The way most businesses serve it isn't.

Most local laundry and dry-cleaning businesses wait for customers to walk in. Work arrives unevenly, records sit on paper or in someone's head, and every garment starts from scratch.

01

Walk-in dependence

Income follows footfall and location, so it is hard to plan staffing, stock or cash around it.

02

No garment memory

Treatment depends on whoever is at the counter. When a customer disputes a garment, there is little record to settle it.

03

Manual coordination

Pickups, deliveries and hub work are chased by phone and message, one order at a time.

04

Little visibility

Owners see the day after it has happened, not while there is still time to act on it.

TRADITIONAL LAUNDRY

Win a customer when they happen to have laundry.

KLEAN DRAI

Win the customer as a subscriber, and build the operation around recurring demand.

A subscription-led Cloud Laundry model.

Customers pay for a monthly plan and book pickups in the app. Garments are processed at a compact local hub and returned. Nobody needs to visit a shopfront.

Subscribe monthly plan › **Schedule** customer app › **Collect** executive app › **Process** hub tools › **Quality check** mandatory gate › **Deliver** executive app › **Renew** next month

Individual
₹199 /month
10 garments per month

Family
₹799 /month
50 garments per month

Business
₹1,499 /month
100 garments per month

Current published plan prices, 3 October 2026. Each plan is a one-month payment made online; it does not renew automatically. Top-up bundles exist for Individual and Family. Allowance and top-up rules follow the plan terms.

Priced for your market: as a Business Partner, you can adjust subscription pricing for your area, zone or district to suit local demand and competition, agreed with Klean DrAi.

Operating Network
The platform and the five interfaces, as a whole.

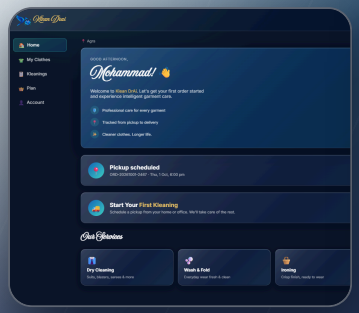
Cloud Laundry Hub
Your compact local processing unit.

Business Partner Programme
How you join and build in a territory.

Kleaning
Our term for one garment cleaning cycle.

03 · THE TECHNOLOGY PLATFORM

Five connected interfaces, live in production.



Customer app

Web + Android (Google Play)

- Sign-up, plans, online payment
- Pickup scheduling, garment selection
- My Clothes, Kleaning history
- Payment, order, pickup, delivery emails

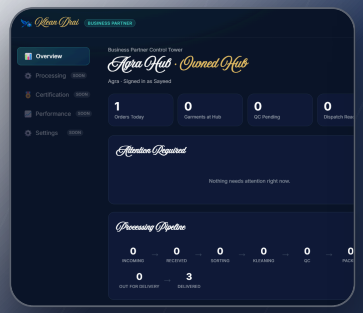
Coming next: payment history, GST receipts

Driver app

Pickup & delivery executives

- Daily assigned work list
- Pickup and delivery execution
- Task status per order

Coming next: route optimisation, pickup photographs

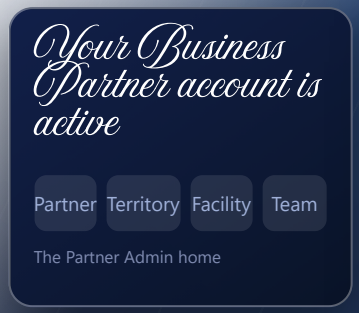


Hub operator

Partner Control Tower · web

- Hub overview and capacity
- Receive → sort → Kleaning → QC → pack → dispatch
- QC passed / failed / rework
- Exceptions list (view-only)

Coming next: performance, settings views

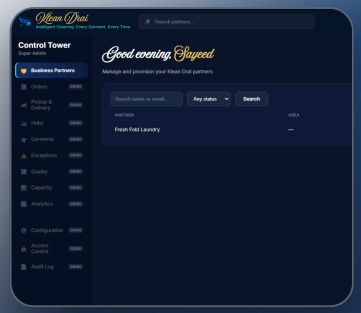


Partner dashboard

Partner Admin · the owner's login

- Partner account home
- Territory, facility and team records
- Hub staff see the control tower

Coming next: orders, revenue and performance views for owners; partner settlement



Super Admin

Klean DrAi network control

- Create and invite partners, hubs, staff
- Orders overview
- Partner service pricing set-up

Coming next: hubs, quality, capacity, analytics, audit-log modules

All five interfaces are deployed and ready to demonstrate. Our first partners are onboarded through a controlled pilot, working directly with us, and help shape what comes next. Hub and Super Admin images are product captures;

Every garment has an identity, a recipe and a history.

Garment ID

Each garment is registered once with its own structured ID (for example KD-256014).

Kleaning Recipe

A rules engine sets wash method, temperature, detergent, duration, drying and ironing for that garment's cycle.

RULES-BASED TODAY

Processing record

Each stage is logged against the garment: received, sorting, Kleaning, QC, packed, dispatched.

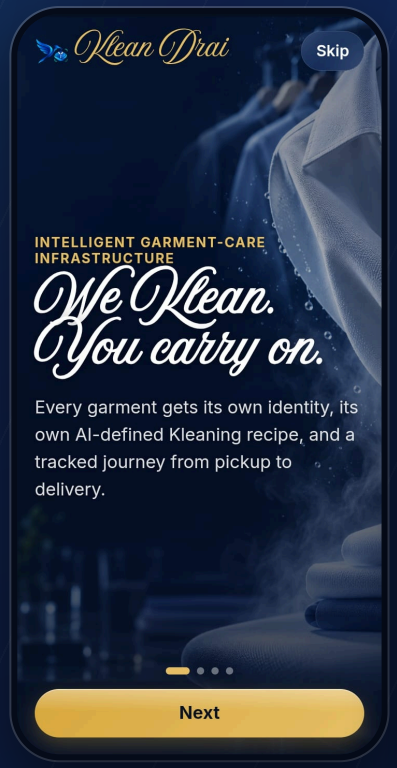
Quality gate

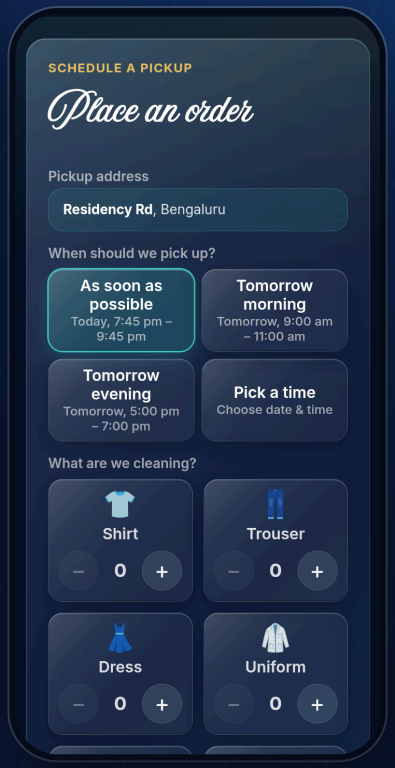
QC outcome recorded as passed, failed or rework. No bypass of the gate.

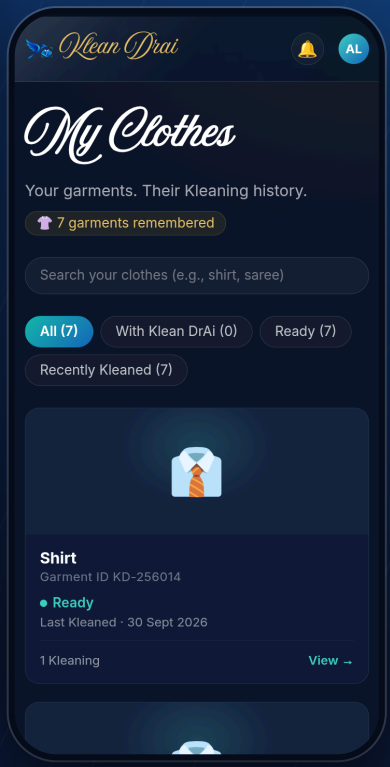
Customer-visible history

The customer sees status and Kleaning history in My Clothes, and can search their wardrobe.

Screens on the right are captures from the live Klean DrAi app (September 2026).







The customer journey: subscribe → schedule a pickup → choose garments → track in My Clothes → receive the delivery and an email confirmation.

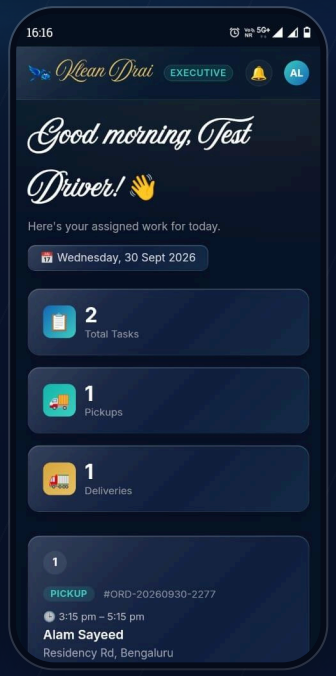
GOOGLE PLAY
Scan to download

05 · THE OPERATING MODEL

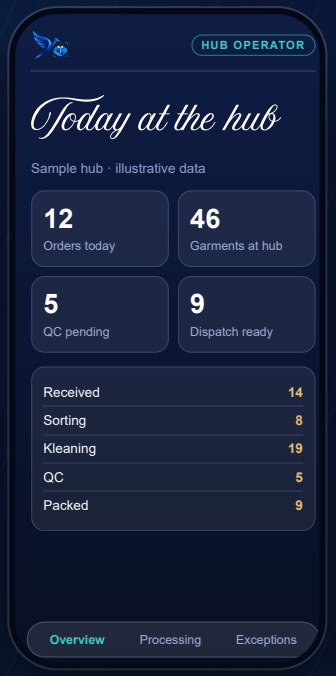
One order, from creation to delivery.

Order · Pickup · Receive · Sort · Kleaning · QC · Pack · Deliver

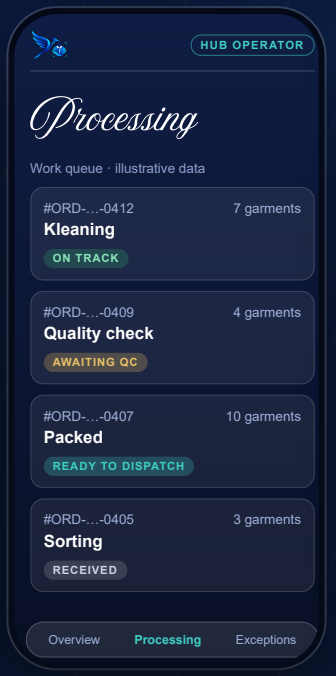
Executive · pickup done, delivery next



Executive · assigned work today



Hub operator · overview



Hub operator · work queue

The system handles

- Order creation, scheduling, routing to the hub
- Garment IDs, status and history
- Customer emails at payment, order, pickup, delivery

Your team does

- The physical work: pickup, Kleaning, finishing, delivery
- Quality at every stage

When something goes wrong

QC records each garment as passed, failed or rework. Open exceptions appear on the hub's control tower for review. Resolution, rework and any damage claim are handled by your team under the service terms; in-app resolution is coming next.

06 · TWO WAYS TO JOIN

Whether you already run a laundry or are starting a territory.

EXISTING LAUNDRY OPERATOR

Integrate and grow

You already have customers, premises, equipment and a team. Klean DrAi adds a subscription channel and a connected operating layer on top.

- Add subscribers through the Klean DrAi customer app
- Give garments an ID, a recipe and a trackable history
- Use existing space and equipment where it meets operating requirements
- Extend pickup and delivery with the executive app
- Open a new revenue stream beside your current business

NEW TERRITORY PARTNER

Establish and develop

You bring local knowledge and the will to build. Klean DrAi supplies the platform, brand and operating model around a compact hub.

- Assess your territory and local demand with us
- Set up a suitable hub (an illustrative starter: 10 × 10 ft, a couple of washing machines, iron and steam iron)
- Recruit an operator and a pickup & delivery executive
- Build the subscriber base locally
- Add hubs only as demand and quality justify them

Business Partner
Owns territory, hub, team and customers.

Hub operator
Runs daily processing and QC.

Pickup & delivery executive
Works from the driver app.

The starter setup is a current MVP operating assumption, not a contractual specification. Space must meet applicable local utility, hygiene, safety, housing and business-use requirements. Investment alone does not qualify an applicant.

From existing laundry operations to an intelligent service business.

Recurring relationships

Monthly plans can make billing more predictable, subject to acquisition, retention and usage.

Garment-level records

Traceability supports more consistent service and settles disputes with evidence.

Connected operations

Customer, driver, hub and partner interfaces share one record of every order.

Capacity-led expansion

Add customers and hubs as demand, quality and operating economics justify.

ILLUSTRATION ONLY · NOT A FORECAST

What 1,000 subscribers could mean

1,000 Individual-plan subscribers × ₹199 — **₹1,99,000 / month**

	Area 70 / 30	Zonal 75 / 25	District 80 / 20
Business Partner share	**₹1,39,300**	**₹1,49,250**	**₹1,59,200**
Klean DrAi share	₹59,700	₹49,750	₹39,800
Your direct costs: operator, pickup & delivery, utilities, consumables, other	₹ _____ *(your own quotes)*		
Contribution	**share − your costs**		

Assumptions: every subscriber on the Individual plan and fully retained; share applied to gross subscription collections, before GST, gateway charges, refunds and discounts. **The revenue base and settlement mechanics are set in the Partner Agreement**, so your actual share may differ.

Subscription revenue only. Earnings from one-time orders and business customers (hotels, hostels, hospitals, PGs and similar) add to what you see above and are not included in these figures.

Model your own numbers: kleandrai.com/business-partner#roi-calculator →

No earnings, payback or customer-volume promise is made. Results depend on pricing, acquisition, retention, territory demand, operating costs and capacity.

08 · PARTNERSHIP LEVELS

Choose the level that fits what you can build.

	Area ₹50,000	Zonal ₹1,50,000	District / City / Town ₹5,00,000
Refundable security deposit	₹10,000	₹25,000	₹50,000
Business Partner / Klean DrAi share	**70%** / 30%	**75%** / 25%	**80%** / 20%
Territory scope	Up to 5 km service radius	Up to 10 km service zone	Designated district territory
Hub allowance	1 local hub	Up to 3 hubs	Up to 10 hubs
Best suited to	Existing operator, or first hub in a local area	Operator or builder serving several areas	Network builder across a district
Included in every level	Platform access and partner records · branded laundry bags (free) · approved cleaning supplies (30% off) · executive T-shirts and caps (free)		
Agreed in your Partner Agreement	*Revenue base and settlement · territory rights · performance conditions · sub-partners · upgrade, renewal, transfer and exit · deposit terms*		

Share is stated as "Business Partner / Klean DrAi". Territory is subject to approval and a serviceability assessment, and a higher level does not by itself imply exclusive rights. Final terms are set in your Partner Agreement.

Klean DrAi provides the system. You build the business.

Klean DrAi provides

- **Platform:** customer app, driver app, hub tools, partner and admin interfaces — LIVE
- **Provisioning:** partner and hub records, staff invitations — LIVE
- **Service pricing:** your local service pricing, set up in the platform — LIVE
- **Brand and supplies:** bags, apparel, approved supplies — LIVE
- **Customer communication:** payment, order, pickup and delivery emails — LIVE
- **Marketing direction and campaigns** — LIVE
- **Operations guide, SOPs and training** — AT ONBOARDING
- **Partner support:** a named contact and escalation route — AT ONBOARDING

You build and run

- Local operations: the hub, equipment, daily processing
- People: operator, pickup & delivery executives
- Quality and service at every stage
- Local customer acquisition and relationships
- Territory development in your agreed area
- Local compliance: space, utilities, hygiene, safety

Coming next, with early partners: partner settlement reporting, hub-to-hub rerouting and the remaining Super Admin modules. — ROADMAP

"Service pricing" is what your hub charges for services; the Partner Agreement defines how it relates to plan revenue. Central support and campaigns depend on your package. Early partners work with us directly and help shape the roadmap.

10 · ONBOARDING AND LAUNCH

From enquiry to first pickup, with a checkpoint at each step.

01

Enquire

Enquiry recorded: state, district, level.

Checkpoint We contact you if there is a fit.

02

Qualify

Profile review and territory serviceability.

Checkpoint Applicant and territory assessed.

03

Agree

Commercial discussion and Partner Agreement.

Checkpoint Terms confirmed in writing.

04

Set up

We create your partner and hub records; you prepare the space.

Checkpoint Hub meets local requirements.

05

Activate

Staff are invited and sign in; service pricing is set.

Checkpoint Staff can sign in; pricing live.

06

Pilot & go-live

First orders run through your hub in a controlled pilot.

Checkpoint Go / no-go review, then full activation.

Readiness checklist before activation

- [x] Space meets local requirements
- [x] Operator named
- [x] Service pricing agreed
- [x] Staff accounts activated
- [x] Core equipment installed
- [x] Pickup & delivery executive named
- [x] Brand materials received
- [x] Pilot orders run end to end and reviewed

How we work with you

- Timeline set with you, by territory and applicant
- Territory confirmed after assessment, before any payment
- Customers built locally, with our app, brand and acquisition support

Checkpoints are confirmed in your Partner Agreement. Payment is accepted only after Klean DrAi confirms territory availability; applicable commercial terms are agreed before payment. Support channel and review cadence are agreed during onboarding.

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11 · LET'S BUILD TOGETHER

Tell us where you want to build.

Share your location, your background and the level you are considering. Include your territory, what you run today (if anything) and the level you are considering.

TALK TO US
+91-9286868300

APPLY ONLINE
www.kleandrai.com/business-partner

WRITE TO US
care@kleandrai.com

SCAN TO APPLY

Information only, not an offer. Commercial terms are set out in the Partner Agreement. Status as at 3 October 2026.