

LAUNDRY MAN OF INDIA JOBY KM



**Business Evaluation
& Performance Audit**

**Global Laundry
Consultant**

**Industrial Laundry
Expert**

Serial Brand Creator



About Joby KM

The Laundry Man of India

Joby KM, popularly known as the Laundry Man of India, is a global laundry consultant with over 16 years of hands-on experience in the laundry and dry cleaning industry. Based in India and the UAE, Joby KM is widely recognized for shaping the future of laundry services and manufacturing across the Asian continent, GCC, and Africa.

With an unmatched reputation, he has led and transformed thousands of businesses through his technical expertise, training, and visionary guidance, earning him a prominent spot as one of Asia's most sought-after industrial laundry consultants.



Launmark India Pvt. Ltd.

Premium Laundry Machine Manufacturing

Founded by Joby KM, Launmark India Pvt. Ltd. is a leading laundry and dry cleaning machine manufacturing company in India. The company manufactures industrial-grade laundry machinery with a focus on:

- ✔ Durability (25+ years design life)
- ✔ Energy efficiency
- ✔ User-centric designs
- ✔ Custom configurations for diverse needs

Key Highlights

16+ years of successful machine manufacturing

Over 3,200+ installations across India and abroad

Strong network of OEM and private label manufacturing partners in China

Exporting to GCC, Africa, and global markets

Manufacturer for several global and domestic brands under white-label agreements

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B

Brands under the Leadership of Joby KM



LAUNMARK
INDIA
PVT LTD

LAUNMARK

Premium brand offering industrial-grade laundry and dry cleaning equipment. Trusted by laundromats, hospitals, hotels, and institutions for high performance and reliability.



CRISTAL

Tailored for custom-built solutions and white-label manufacturing for distributors and resellers worldwide. The Cristal brand is known for flexible design, rapid development, and reliable machinery production.



CLM

Specially designed for small-scale laundry setups, startups, and home-based entrepreneurs. This affordable and compact range empowers local businesses and individuals with professional laundry tools at an accessible price point.



LAUNSMART Franchise Model by Joby KM

Launsmart is a visionary laundry and dry cleaning franchise model created by Joby KM. It is designed for new-age entrepreneurs seeking to enter the laundry business with compact, modular, and scalable solutions.

Highlights

1

Turnkey franchise solutions starting from 15kg live laundry modules

2

Operational support, layout planning, equipment supply, and training

3

Ideal for malls, apartments, urban neighborhoods, and tier 2/3 cities

4

Backed by Launmark machinery and Joby KM's consultancy expertise

Achievements at a Glance



16+ years of industry experience



3,200+ installations completed



10,000+ professionals trained



Operations in India, UAE, GCC & Africa



Manufacturing across 3 key brand verticals



Franchise expansion through Launsmart



Consulting projects from scratch to inauguration



Why Choose Joby KM?

- ✓ Deep domain expertise in laundry business setup
- ✓ Trusted advisor to global laundry equipment brands
- ✓ 100% practical, on-ground experience
- ✓ Strong understanding of international standards & logistics
- ✓ One-stop solution provider – machines, setup, training, branding

BUSINESS EVALUATION & PERFORMANCE AUDIT

with Joby KM – The Laundry Man of India

**Revive. Optimize. Scale. Transform
Your Existing Laundry Business.**

**Is your laundry business running but
not delivering expected profit?**

Facing issues with:

- ✓ Low productivity?
- ✓ Machine underperformance?
- ✓ High utility bills?
- ✓ Staff inefficiency?
- ✓ Customer complaints?
- ✓ Poor finishing quality?
- ✓ Uncontrolled operational costs?

This On-Site Business Evaluation & Performance Audit is designed specifically for existing laundry, dry cleaning, and institutional setups that need structured expert intervention.

What is Business Evaluation?

A comprehensive on-location audit visit by Joby KM and his expert team to:

- ✓ Identify operational gaps
- ✓ Detect machinery inefficiencies
- ✓ Analyze workflow bottlenecks
- ✓ Evaluate manpower performance
- ✓ Review costing & pricing structure
- ✓ Suggest immediate corrective actions
- ✓ Provide strategic scaling roadmap

This is not theory.

This is real-time practical problem solving inside your unit.

What You Receive After Evaluation (verbal)

- ✓ Detailed observation summary (verbal)
- ✓ Immediate correction list (verbal)
- ✓ Short-term action plan (verbal)
- ✓ Long-term scaling strategy (verbal)
- ✓ Operational restructuring advice (verbal)
- ✓ Training recommendations (if required)

If needed, we can also recommend:

- ✓ Staff retraining programs
- ✓ Equipment upgrades
- ✓ Capacity expansion roadmap
- ✓ SOP implementation structure



What We Do During the On-Site Visit

1

Complete Operational Audit

- Washing process analysis
- Drying & finishing evaluation
- Stain removal effectiveness
- Chemical usage monitoring
- SOP verification
- Productivity vs load capacity study

We identify where time, money, and energy are being lost.

2

Machinery & Technical Evaluation

- Performance review of installed machines
- Steam / electric consumption analysis
- Breakdown frequency review
- Preventive maintenance gaps
- Capacity mismatch issues

Whether you are using equipment from:

- Launmark India Pvt. Ltd.
- CLM
- Other Indian or imported brands

We provide unbiased, technical insights.

3

Utility & Cost Control Review

- Power consumption analysis
- Water usage efficiency
- Chemical cost vs output ratio
- Labor productivity study
- Rewash percentage tracking

Goal: Reduce waste. Increase profit margin

4

Staff & Workflow Assessment

- Role clarity & accountability
- Skill gap identification
- Process discipline check
- Training requirement evaluation
- Workflow redesign suggestions

5

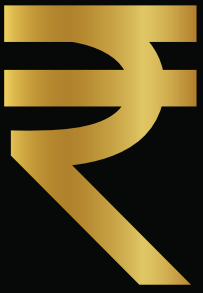
Financial Health & ROI Review

- Current revenue vs capacity utilization
- Break-even analysis
- Cost leakage identification
- Pricing strategy review
- Expansion feasibility guidance

6

Brand & Market Positioning Review

- Local competition comparison
- Service differentiation ideas
- Customer retention improvement
- Digital presence audit
- Reputation & feedback analysis



Service Fee Structure

On-Site Business Evaluation Visit
(1 Full-Day Audit – Up to 8 Hours)

- ✓ Fee: ₹25000 + GST (INDIA)
- ✓ AED 1000 + VAT (UAE)
(Travel & accommodation extra)

For large industrial plants or multi-branch chains,
customized quotation will be provided.

Post-Evaluation Support Options

After the audit, you may:

Opt for Extended Technical Support

- Monthly monitoring program
- Performance tracking assistance
- Online review sessions

Upgrade to Full 121 Project Consultancy Model

If restructuring or expansion is required, your project can move under structured consultancy guidance for full transformation.

Enroll Your Staff in Practical Training

3-Day Intensive Training at Kochi:

- Laundry operations
- Dry cleaning process
- Advanced stain removal
- Machine handling discipline

121 Project Consultancy

From Scratch to Success

The crown jewel of Joby KM's consulting career is 121 Project Consultancy – a comprehensive service designed for end-to-end laundry project execution.

What's Included:

- Project planning and site analysis
- Equipment selection and layout design
- Utility drawing and civil/electrical design
- Training and manpower deployment
- Operations manuals and SOP creation
- Branding and marketing support
- Inauguration to business launch assistance



Consultancy Charges:

INR 90,000 + 18% GST = INR 1,06,200

Ideal for hotels, hospitals, garment factories, large-scale laundries, and even first-time entrepreneurs, this consultancy service ensures zero guesswork and complete industry support.

Book through

www.jobykmlaundrymanofindia.com



3 | Practical Day | Laundry Training

Learn. Practice. Master.

With Joby KM – The Laundry Man of India
Organized by Launmark India Pvt. Ltd.



Venue

Joby K M Laundry Man Of India
Cristal Plaza, 8/12, Ulavaipu
Poochakkal Road, PO, Poochakkal,
Cherthala, Panavally, Kerala 688526



Time

11:00 AM to 4:00 PM



Seats

Limited to 10 Participants Only



Fee

₹12,000 (Inclusive of GST)



Booking

Advance payment required | Batch
starts only after 10 seats are filled

Book through

www.jobykmlaundrymanofindia.com



Frequently Asked Questions (FAQs)

1

Is this suitable for small laundries?

Yes. From compact retail units to industrial plants – evaluation can be customized.

2

Will you provide written report?

Yes. A structured observation summary and recommendation plan will be shared. (Charges extra)

3

Can this help reduce my utility cost?

Yes. Utility optimization is one of the key focus areas.

4

Will you train my staff during visit?

Basic corrections will be done on-site. Full training requires separate booking.

5

Is this confidential?

Absolutely. All financial and operational data are kept strictly confidential.

Contact to Book Your Slot:

Joby KM – The Laundry Man of India



Call/WhatsApp

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Scan QR & Book Now

Booking & Process

Contact us at +91 9895998611

Share unit details & location

Receive proposal & confirmation

Schedule visit date

On-site evaluation & consultation

Why Choose Joby KM for Business Evaluation?

- ✓ 16+ Years of Ground-Level Industry Experience
- ✓ 3,200+ Installations
- ✓ 10,000+ Professionals Trained
- ✓ Exposure across India, GCC & Africa
- ✓ Manufacturer & Technical Expert
- ✓ Practical, honest, execution-focused guidance

This is not a consultant who reads reports.

This is a consultant who understands machines, manpower, chemicals, workflow, and real profit margins.



Official Contact

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Global Laundry Consultant

Founder



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