

# LAUNDRY MAN OF INDIA JOBY KM

**121** Project  
Consultancy

**GCC**

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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# Brands under the Leadership of Joby KM



LAUNMARK  
INDIA  
PVT LTD

## LAUNMARK

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



## CRISTAL

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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

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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

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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

# 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

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### Consultancy Charges:



**USD 1,500**

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](http://www.jobykmlaundrymanofindia.com)



# Global Presence and Export Reach

Joby KM's influence extends far beyond Indian borders. He has created a robust export and OEM ecosystem through:

- ✓ Private label collaborations in China
- ✓ Export of Indian-built machines to GCC, Africa, and Southeast Asia
- ✓ International client training and project hand-holding
- ✓ Specialized knowledge in export documentation, machine configuration, and localization

## Consultancy Specialties

Industrial Laundry for Hospitals & Hotels

Commercial Dry Cleaning Projects

Garment Laundry Units for Factories

Franchise Development & Expansion

Laundry Equipment Branding & OEM Setup

In-house Laundry vs Outsourcing Analysis

Eco-Friendly & Steam-Free Laundry Systems

Compact Laundry Solutions for Urban Markets

# 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

# What is 121 Project Consultancy?

121 Project Consultancy is a comprehensive digital consulting program curated and led by Joby KM, one of Asia's most experienced and recognized laundry consultants. With over 16 years of experience in the laundry and dry cleaning industry, and a track record of over 3,200 successful installations, this service is crafted to guide you from just an idea to a fully operational laundry business.



Whether you are an entrepreneur, hotelier, hospital owner, garment manufacturer, or an investor interested in the laundry sector, 121 Project Consultancy is the fastest, smartest, and most reliable way to get your project off the ground—with confidence and expert backing.

## Service Highlights

This service is conducted entirely online via a dedicated WhatsApp group for each client. You will be personally mentored by Joby KM and his core team, ensuring real-time assistance, practical insights, and actionable guidance at every step.

# Consultancy Availability



## Platform

WhatsApp Group  
(Created specifically  
for your project)



## Days

Monday to Saturday



## Time

10:00 AM to 5:00 PM IST



# Comprehensive Coverage of the 121 Project Consultancy

Each project receives individualized attention, structured into the following critical phases:

**1**

## Initial Planning & Feasibility Analysis

- Understanding the client's vision, target market, and business goals
- Assessing site suitability and operational feasibility
- Finalizing the business model: Commercial, Hospital, Hotel, Institutional, or Franchise
- Strategic advice on starting small, scaling gradually, or launching large format setups

**2**

## Equipment Selection & Capacity Planning

- Determining appropriate machine types and load capacities
- Recommending suitable products from Launmark, Cristal, or CLM
- Tailored selection based on power availability, load type, and future expansion
- Guidance on selecting compatible accessories, chemicals, and workflow enhancers

**3**

## Plant Layout & Design Optimization

- Ideal space zoning: Washing, Drying, Finishing, Chemical Store, Customer Lounge, etc.
- Assistance in creating practical layouts that ensure efficient workflow and minimal handling
- Option to receive 2D / 3D AutoCAD drawings (at additional charge)
- Focus on ergonomic space utilization for small, medium, and large units

**4**

### **Utility Requirements & Technical Input**

- Utility load planning for water, power, drainage, steam, and air systems
- Technical support for civil and electrical design
- Guidance to work alongside your architect or site engineer
- Detailed utility drawings can be prepared (chargeable service)

**5**

### **Human Resource & Training Advisory**

- Mapping staffing requirements: Operators, Supervisors, Support staff
- Training modules for daily operations, safety, and customer interaction
- Provision of SOPs, checklists, and maintenance guides
- If practical training is needed, it is arranged at our Kochi (Kerala) Training Institute (chargeable as per institute terms)

**6**

### **Operational Documentation & SOP Manuals**

- Preparation of customized Standard Operating Procedures
- Instructions for machine operation, linen care, maintenance, customer handling, etc.
- Service pricing strategy and billing templates
- Daily activity and inventory checklists for operational efficiency

7

## Marketing Strategy & Brand Development

- Name, logo, and identity development guidance
- Assistance in designing uniforms, signage, and customer welcome kits
- Promotions: Loyalty offers, combo packs, WhatsApp marketing, local ads
- Advice on digital platforms: Google My Business, Instagram, Facebook, and WhatsApp Catalogs

8

## Pre-Launch & Inauguration Support

- Final pre-launch site review via WhatsApp or video
- Opening day planning: workflow check, live demonstration, customer handling
- Marketing ideas for launch offers and promotions
- Branding checklist for signage, uniforms, banners, and packaging

9

## Post-Inauguration Support (Chargeable)

- Operational Audit to evaluate performance and adherence to guidelines
- Suggestions to improve manpower productivity, water/electricity efficiency, and service quality
- Troubleshooting of any recurring operational issues
- Performance gap analysis and expansion guidance (Audit is not included in the base package and is chargeable)



# Consultancy Pricing & Project Value Conditions

Base Consultancy Package

**USD 1,500**

- ✓ Valid for projects with a setup cost up to **USD 70,000**
- ✓ Covers the entire planning-to-launch digital consultancy service

For Projects Above **USD 70,000**

An additional 5% consultancy fee will be charged on the value exceeding USD 70,000

Book through

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## Important Terms & Conditions

### Digital Model Only

Consultancy is conducted digitally via WhatsApp and remote communication

### AutoCAD / Technical Reports / Layouts

All drawings and reports are available at additional charges

### Site Visits & Physical Meetings

Not included. Chargeable if required

### Practical Training (Optional)

Conducted at Kochi, Kerala, and charged as per institute policies

### Non-Transferable & Non-Refundable

Once booked, the consultancy is valid only for the registered client/project

### Project Validity

Valid for until Inauguration of the project or 12 months from the creation of the WhatsApp group whichever is earlier

# Optional Add-On Services (Chargeable)



We can guide you on sourcing trusted vendors, laundry chemicals, machinery accessories, packaging materials, labels, and more as part of your support network.

## Why 121 Project Consultancy by Joby KM is Trusted Worldwide

- ✓ 16+ Years of Experience in Laundry Manufacturing & Setup
- ✓ 3,200+ Installations in India, UAE, Oman, Qatar, Bahrain, and Africa
- ✓ Expert in both Compact Urban Models & Large Industrial Plants
- ✓ Strong Network in OEM Manufacturing and Equipment Export
- ✓ Trusted by Builders, Hoteliers, Hospitals, Entrepreneurs, and NRIs

# Frequently Asked Questions (FAQs)

1

## **What is included in the 121 Project Consultancy package?**

The base package includes digital mentorship and consultancy from idea to inauguration, covering machine planning, layout guidance, utility input, staff planning, SOPs, branding direction, and launch strategy via a dedicated WhatsApp group.

2

## **How do I communicate with the consultant?**

All communication is done through a dedicated WhatsApp group (Mon–Sat, 10 AM to 5 PM IST), where Joby KM and his team will provide continuous support.

3

## **Is site visit or in-person training included?**

No. Site visits, physical meetings, or practical training are not included in the base consultancy fee. These are available at an additional cost as per location or training center terms.

4

## **What is the total cost of consultancy?**

- USD 1,500 for projects up to USD 70000 investment.
- For projects above USD 70000, an additional 5% consultancy charge is applicable on the exceeding amount.

5

## **Is the fee refundable or transferable?**

No. The consultancy fee is non-refundable and non-transferable under any circumstance, even if the client decides to discontinue the project.

6

## **What is the validity of the consultancy?**

The consultancy is valid for until Inauguration of the project or 12 months from the creation of the WhatsApp group whichever is earlier

7

## **Can I get AutoCAD layouts and utility drawings?**

Yes, 2D/3D layouts, CAD drawings, and utility designs are available upon request but are charged separately.

8

## **Is post-launch support available?**

Yes. A post-inauguration performance audit and operational improvement review are available as a paid add-on service.

9

## **Can I source materials and accessories through you?**

While we don't sell directly, we will guide you to reliable suppliers for machines, chemicals, trolleys, uniforms, packaging, and marketing items.

# Project Timeline Flowchart

From Idea to Inauguration

Here's a simplified flowchart of how the 121 Project Consultancy progresses:

**Project Discussion & Registration**

**WhatsApp Group Creation**

**Idea Analysis & Business Model Selection**

**Machine Capacity Planning & Layout Suggestions**

**Utility Requirement Inputs & Site Coordination**

**Staff Planning & Digital SOP Documentation**

**Branding Guidance & Marketing Strategy**

**Pre-Launch Review & Final Checklist**

**Inauguration Day Planning**

**Optional) Post-Launch Audit & Performance Review**

## Estimated Time Frame

Typical projects complete within 2–6 months, depending on client readiness, site completion, and responsiveness.



## Official Contact

**Joby KM – The Laundry Man of India**  
**Global Laundry Consultant**


**Founder**




**Chief Consultant – 121 Project Consultancy**


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