

Cloud Dhobi: Transforming Fabric Care with Innovation & Precision

Category: Business

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In an era where convenience is king, **Cloud Dhobi** is redefining the fabric care industry with its innovative, technology-driven approach. The bootstrapped start-up is bringing structure to India's traditionally unorganized laundry sector by combining professional expertise with cutting-edge logistics and digital solutions.

Founded in 2018, Cloud Dhobi has established itself as a pioneer in modernizing India's laundry and dry-cleaning landscape. Unlike conventional services, Cloud Dhobi operates on a logistics-first model that [ensures seamless](#) service

across Delhi NCR, with strategically located outlets in Delhi, and a state-of-the-art processing facility in Noida. The company delivers unmatched quality and turnaround times-48 hours for regular laundry and 3-5 days for dry cleaning, with express options available for urgent requirements.

Cloud Dhobi has revolutionized the laundry experience by adopting a digital-first approach. With 85% of its [business](#) driven by pick-and-drop services, customers can book a service seamlessly through its website, WhatsApp, or a simple phone call. The company's IoT-enabled machines optimize water and detergent usage, while auto detergent loaders ensure precise dispensing, enhancing sustainability and efficiency. AI-driven logistical routing enables faster pickups and deliveries, minimizing delays in high-traffic areas.



Anant Bhan, Founder & CEO, Cloud Dhobi

According to **Anant Bhan, Founder & CEO, Cloud Dhobi**, *"We saw an opportunity to revolutionize a largely unorganized industry*

by prioritizing customer retention over rapid expansion. Our focus has been on delivering quality, reliability, and a seamless experience, which has helped us build a loyal customer base. From day one, we have been profitable and are now growing at a steady pace of 18% year-on-year."

Cloud Dhobi's customer-centric approach has helped it build a strong reputation, [serving over 20,000 customers](#) and processing more than **50,000 orders** to date. With a 95%+ adherence to turnaround time, the company has become a trusted fabric [care partner](#) for young professionals, double-income households, students, and even senior citizens looking for reliable laundry solutions.

With a total investment of INR 2.5 crore, Cloud Dhobi is now actively seeking funding to fuel its [next phase](#) of expansion. The company is strengthening its leadership team to drive [future growth and exploring new markets](#) beyond Delhi NCR.

Sustainability remains a key focus, with resource-efficient machines, eco-friendly detergents, and green packaging being integral to operations. Cloud Dhobi is also [setting industry](#) benchmarks by introducing training programs to create a skilled workforce ready to meet the evolving demands of the laundry sector.

As a disruptor in India's [laundry industry](#), Cloud Dhobi is not just providing a service-it's enhancing lifestyles. By integrating [smart technology](#), superior logistics, and customer-first strategies, the company is leading the way toward a future where laundry is no longer a chore, but a seamless, efficient, and eco-friendly experience.

