

# fabriCspa®

The Art of Fabric Care. Perfected

— NEWS DIGEST —

## Mr Kamath on Radio Indigo



**Mr Ullas Kamath, Deputy Managing Director,  
Jyothy Fabricare Services Pvt Ltd**

**Radio Indigo: How did the idea of Fabric Spa come about?**

**Mr. Ullas Kamath:** As part of my job, I travel 20 days a month. The biggest problem for me is to figure out how many pieces of clothes to carry because there is no good laundry anywhere except in 5 star hotels. I felt that there is a huge gap. People do need good laundry, people need good garments to be washed the right way. And that's how the idea came up. As an experiment we started in Bangalore a year back. And we are doing exceedingly well.

## Radio Indigo: What is the USP of Fabric Spa Busy Easy?

**Mr. Ullas Kamath:** It's convenience. People want to maintain their expensive garments, people want everything to be done at their doorstep. Fabric Spa is the solution. And we are giving world class laundry at affordable prices at their doorstep. It's like ordering pizza. Just call 4664 4664, we come to your place, pick up your garments and within 24 hours we deliver it back. The beauty is that we send the laundry bill only once a month. So you don't have to pay every time.



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