

Press Release: Refreshed Car Care

With the advent of mobile and app-based technologies, a higher disposable income and greater aspirations fuelled by the media, Indians today are demanding a higher level of service in every sphere of their lives. Whether it is food delivery services or taxi aggregators, or the way in which we consume news and entertainment, the last decade has seen a seismic shift in what counts as an acceptable standard of service.

India was the world's fastest growing passenger car market in 2015 and over 53,700 new vehicles are being registered in India on a daily basis (source: The Times of India, 2016 figures). For most Indians, their car is the second most expensive asset after their home – yet, it is currently the most inefficiently and badly maintained.

Daily car cleaning is a necessity in a country like India, thanks to our climate and pollution. It is also a necessity so as to maintain the value of the car. However, being both an unorganized and unregulated market, this task is most often assigned as an add-on job to the family driver or the building watchman who uses the same bacteria infested rag and pail of dirty water to wash the dozens of cars, leading to an unhygienic, unprofessional job with a lot of water wasted.

Refreshed brings us the next disruption in the automotive sector by raising the bar when it comes to car care services in India.

Launched in November 2016 after a year-long pilot program, Refreshed is an eco-friendly, on-demand, doorstep car cleaning and detailing company that currently services the Mumbai market with two products:

1. **The Refreshed Pro service** is a comprehensive cleaning service that includes the complete car cleaning with steam technology, fulfilling a 10+ point clean up checklist mandated by the company. Each time a service is booked, a fully equipped Refreshed van comes to your doorstep with 3 professional cleaners who complete the job in 2 hours. This service is priced at Rs 2499 per service.
2. **The Refreshed Go Express service** is the express version of the service, that includes a waterless cleaning using specialised products to clean the exterior and interior of the car which includes vacuuming, tyre dressing and cabin deodorizing. A single employee conducts the service, with all the equipment fitting into a convenient backpack. The service is completed within 45 minutes, and is priced at Rs 399 per service.

Refreshed uses high-pressure steam cleaning technology from South Korea, that uses less than 1.5 litres of water to clean a car, as opposed to the 25-40 liters of water regularly used by the regular car cleaner.

In a bid to bring professionalism to this segment, Refreshed has also introduced a robust training and skilling program that trains unskilled workers to be job ready within 8 days, empowering them to be a part of the formal economy.

While the cost of the service is priced higher than what one would pay traditional car cleaners in India, the technology and service justified the cost and have converted thousands of users overnight to becoming Refreshed loyalists.

The on-demand service can be booked through their website or by calling their customer care helpline, and will soon be available through their app. The recently

launched Refreshed Membership Club ensures that members get preferred rates.

Widely appreciated for filling a much-needed gap in the automotive segment, Refreshed is currently being used by individuals (B2C) as well as large corporation (B2B) in India.

Some of the companies that regularly use their services for their employees include Tata Group Companies, Aditya Birla Group and Essar to name a few.

“Our aim is to go from an unregulated and unorganized service to a process-driven, professional service, redefining the acceptable standards of cleanliness in the Indian car-care industry. In terms of next steps, we plan to expand to Delhi, Bangalore, and Dubai in the near future,” says Chirag Shah, Founder and CEO of Refreshed.

Resources:

Showcasing the problem: <https://youtu.be/5WTTIh19UWY>

Our Solution: <https://www.facebook.com/refreshednow/videos/1383190361707191/>

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