



Company Confidential



**CLEAN  
FANATICS**

# Clean Fanatics- Home Services Marketplace

4.9/5 over 28,000+ Reviews 

40% orders through word of mouth/referrals

1% Partner Attrition

Grew 12X in Supply & Demand , maintained quality

Backed by Marquee Investors

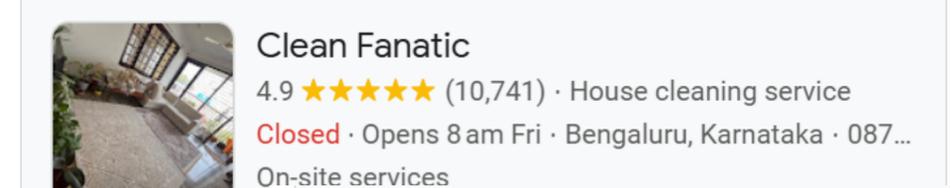
Building the complete Home ecosystem

Source: Internal Survey

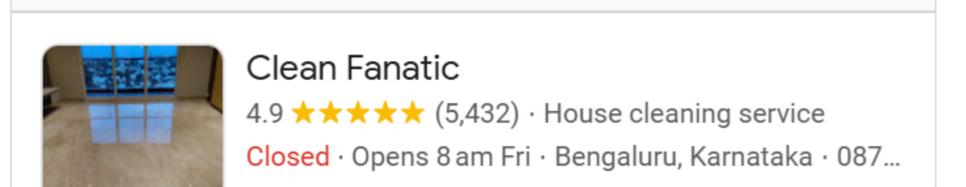
Thorough, detailed and took responsibility, used them twice- Anand Jagannathan



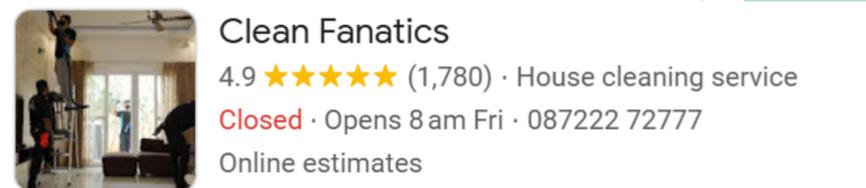
Loved their professionalism, eye for detail- Ashitha Chadha



Clean Fanatic  
4.9 ★★★★★ (10,741) · House cleaning service  
Closed · Opens 8 am Fri · Bengaluru, Karnataka · 087...  
On-site services



Clean Fanatic  
4.9 ★★★★★ (5,432) · House cleaning service  
Closed · Opens 8 am Fri · Bengaluru, Karnataka · 087...



Clean Fanatics  
4.9 ★★★★★ (1,780) · House cleaning service  
Closed · Opens 8 am Fri · 087222 72777  
Online estimates

[Website](#) [Call](#) [Share](#)

# MEET THE FOUNDERS

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## B.J. Arun

### Co-Founder & CEO



B.J. Arun was most recently the CEO of July Systems, a 17-year-old company that having raised in excess of \$75 million/ pivoted three times and needed a turn around. Since taking over as CEO in 2014, Arun was able to recapitalize the company, drastically trim costs, revitalize the team, go from a direct sales to an OEM led GTM, focus on a tight value proposition, and finally negotiate & conclude a lucrative exit for all stakeholders with Cisco in August of 2018.

Arun also co-founded and was formerly CEO of Librato which was acquired by Solar Winds (NYSE: SWI) in January 2015. Prior to Librato, Arun founded and was CEO of California Digital and ran the company profitably since its inception in 1994. Under his leadership, California Digital deployed North America and Europe's fastest Supercomputer 'Thunder' at the Lawrence Livermore National Labs in 2004.

In addition to serving on the boards of both publicly traded and private companies, Arun has served as the Chairman of the TiE Global Board of Trustees, a not-for-profit global network of entrepreneurs and professionals spanning 61 chapters across 14 countries. Arun was appointed to the Board of the San Francisco – Bangalore Sister City Initiative by the Mayor of San Francisco in June 2016 and continues to play a significant role in promoting trade as well as culture between the two cities.

# MEET THE FOUNDERS

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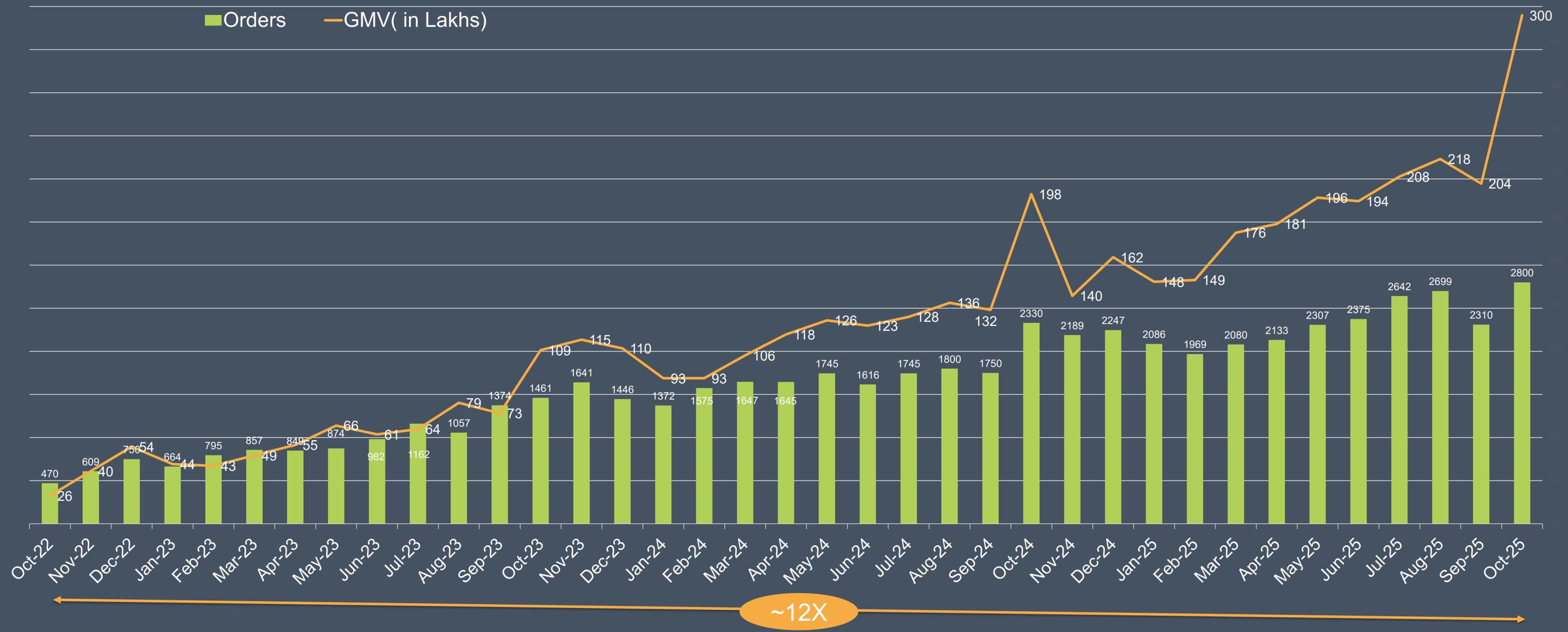
## Nishant Prasad

### Co-Founder & COO

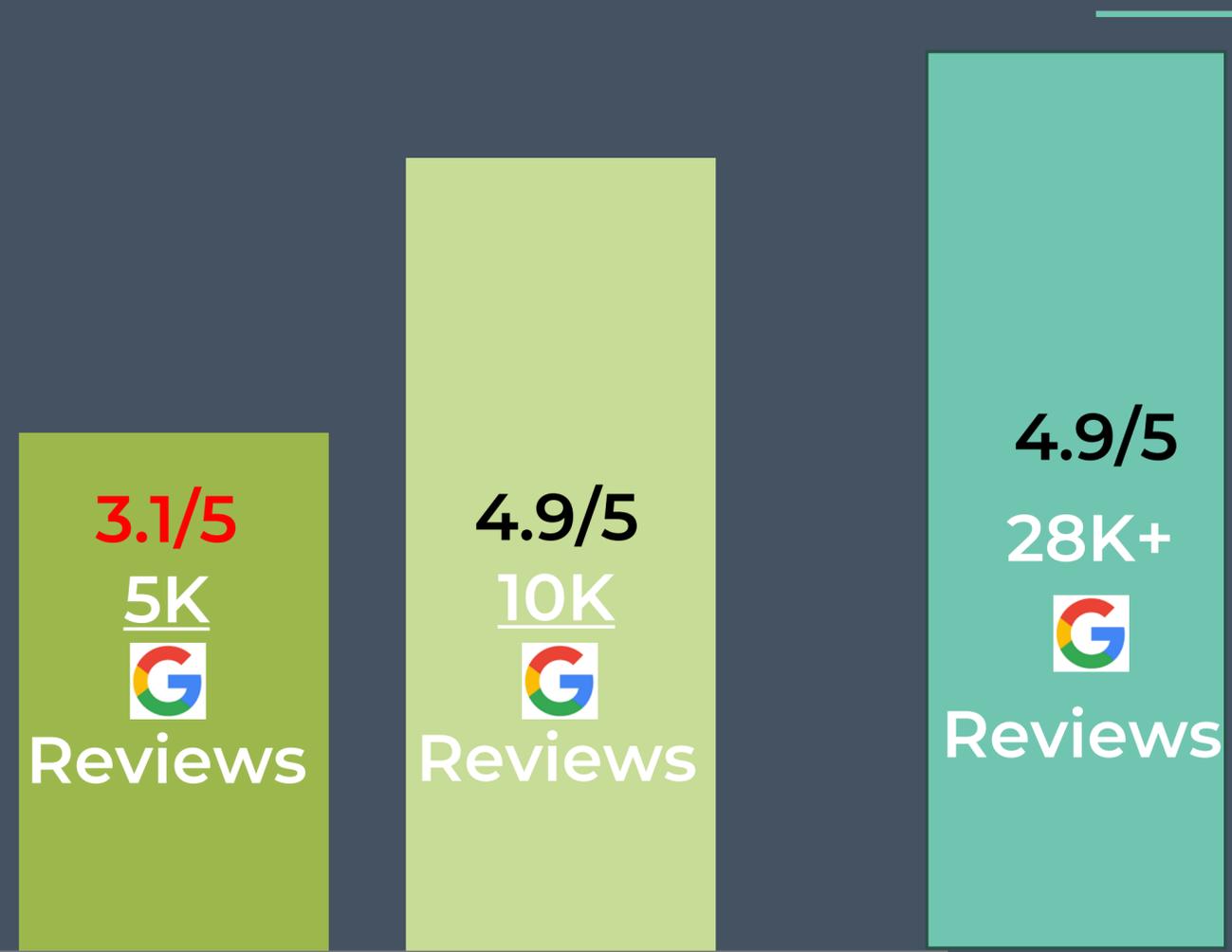
Entrepreneur with over 10 years of profitably running Clean Fanatic and has been instrumental in making it a well renowned cleaning brand in Bengaluru.

Before starting his entrepreneurial journey , he has worked in corporates like Glenmark, Hewlett Packard, and Renoir consulting. He has been a perennial entrepreneur even in his corporate jobs . He launched Glenmark's foray into North Africa especially in Algeria . Post that he was amongst the first employees in HP-analytics and played an active role in growing the practice to over 300 + members. In his consulting stint, he executed pilots and projects for Tata Steel which yielded over \$ 13M in savings Nishant is a graduate from NIT Surat and MBA from IIM, Mumbai.

# We have demonstrated **12X** Growth



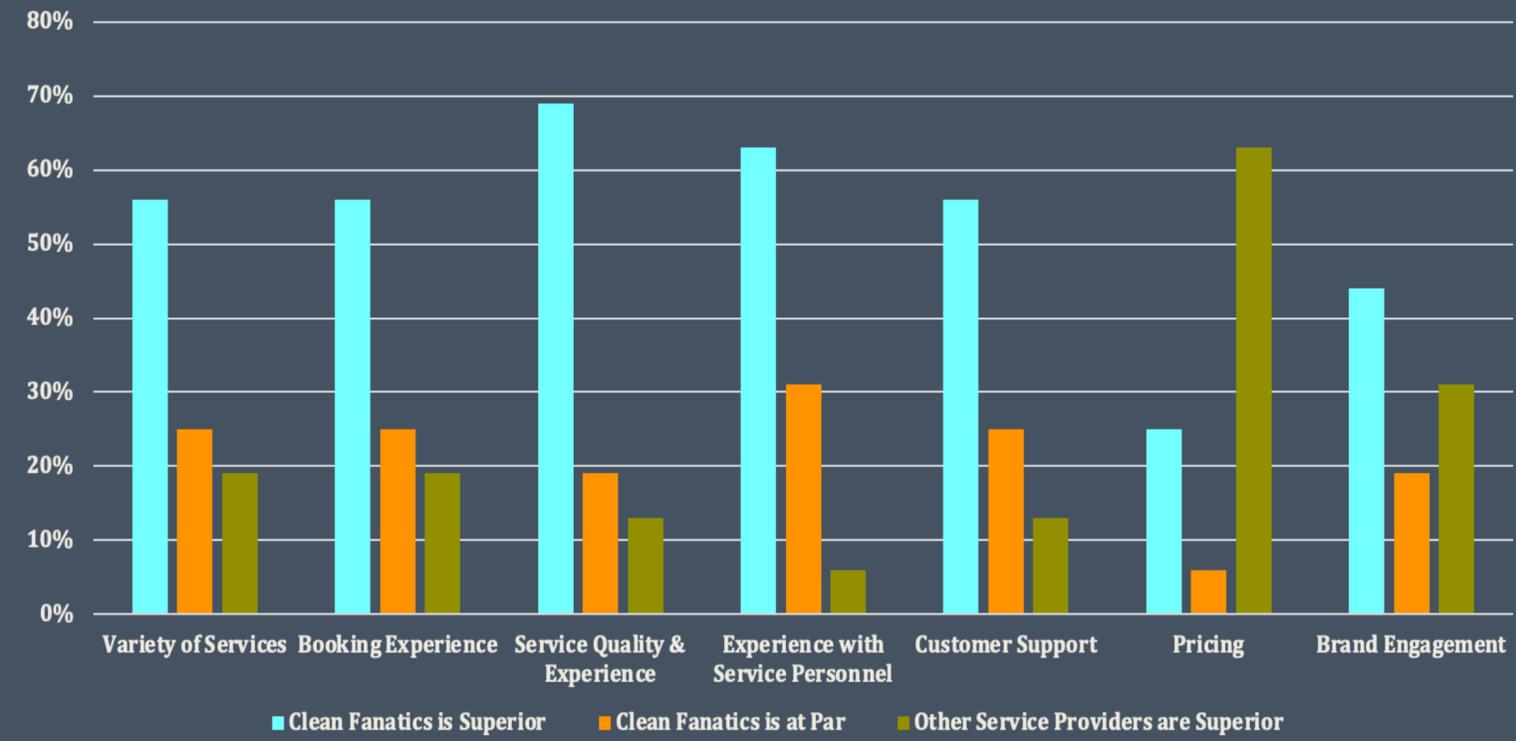
# Continuing our stellar ratings



Feb 24

Oct 25

Research results from a customer satisfaction survey conducted by Ecomomix Consulting amongst 50 key existing clients.- Feb 2023



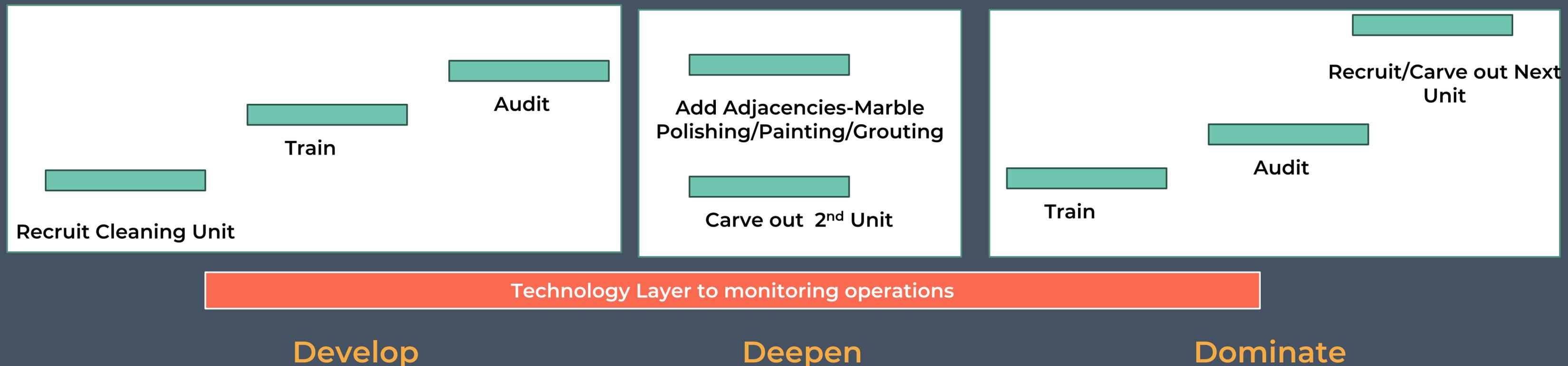
## Maintain ratings with increase in scale

# ....With Minimal Cash Burn



# Larger market share vs UC in India's Largest Market (Bengaluru)

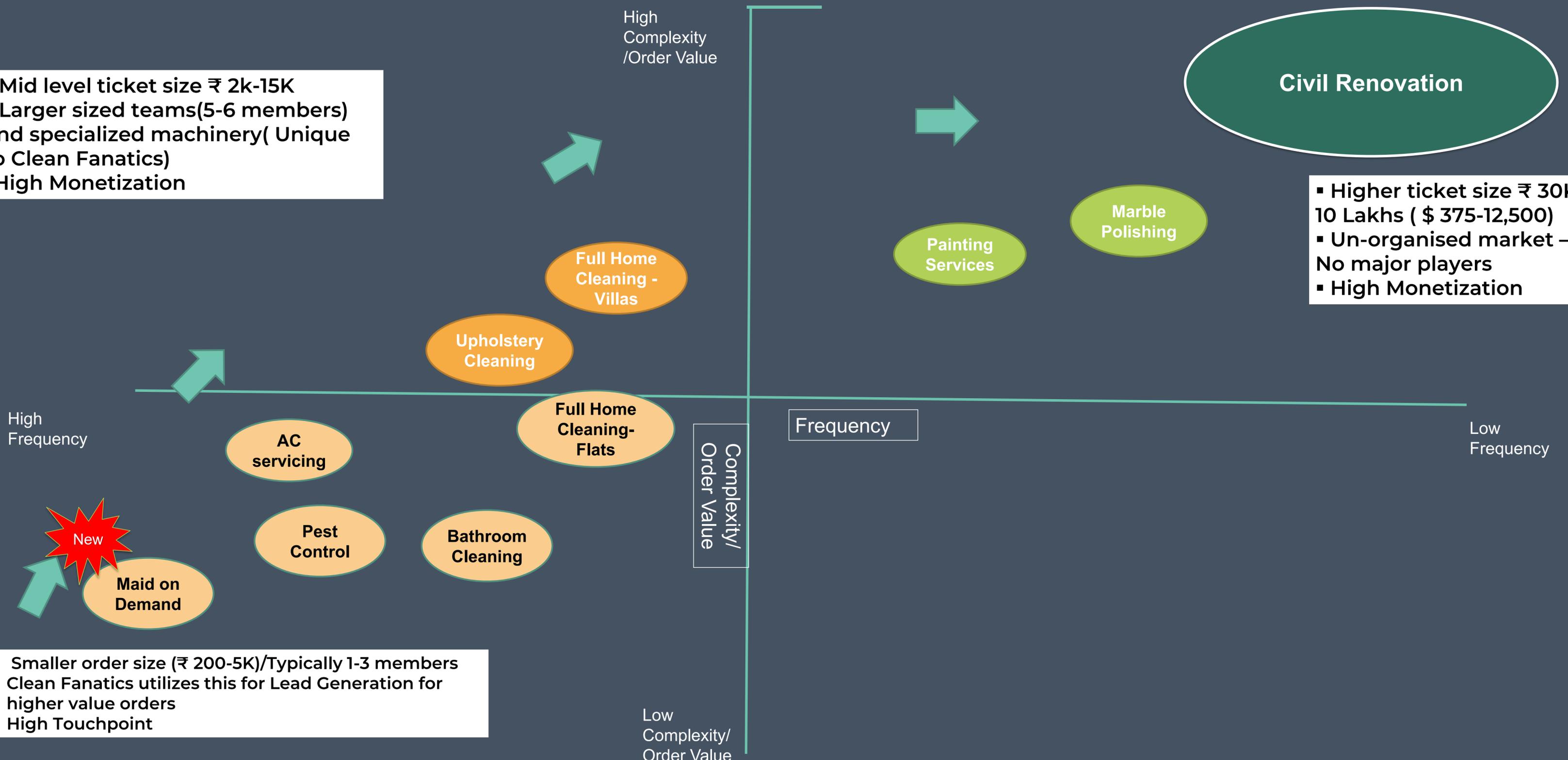
Deep Cleaning **creates the playbook**



Of **scaling** with **customer delight**...

# Building the Compete Home Services Ecosystem

- Mid level ticket size ₹ 2k-15K
- Larger sized teams(5-6 members) and specialized machinery( Unique to Clean Fanatics)
- High Monetization



- Higher ticket size ₹ 30K-10 Lakhs ( \$ 375-12,500)
- Un-organised market – No major players
- High Monetization

- Smaller order size (₹ 200-5K)/Typically 1-3 members
- Clean Fanatics utilizes this for Lead Generation for higher value orders
- High Touchpoint

Complexity/Order Value

Frequency

Low Complexity/Order Value

High Frequency

Low Frequency

High Complexity/Order Value

New

# Maid-on-Demand Pilot Gateway to High Value Offerings

Gateway to expand into \$45 B Home services market



Instant Booking

Quick Dispatch

Tight Ops

QA Check

On Demand Experience



Clean Fanatics – Quality Ops/QA

- Offers High Growth Potential
- Increases Touchpoints for higher AOV upsell

# Maid-on-Demand Pilot

## Gateway to High-Value Customers

### SNABBIT validated Opportunity



**\$180M Valuation**  
Achieved in Just 9 Months  
**\$55M Raised**  
Current Traction:  
10,000+ daily bookings  
Growing 40% month-on-month

**Market Gap**  
Snabbit : No cross sell  
Urban Company : Multiple Starts

### CLEAN FANATICS Unfair Advantage



#### Our Edge

Brand Trust	28K reviews, 4.9★, 10 years	New brand (9 months old)
Customer Base	2,800 monthly orders	Built from zero
CAC	Sub-₹800 (existing base)	High initially (paid ads)
Cross-Sell	Deep clean → Painting → Civil → Water Proofing	Limited to domestic help
Referral Rate	40% organic	Heavy paid marketing

We have : **10+ years of trust** and a **higher AOV upsell** engine

# Pilot plan

## Phase 1

120 Maids

10800 Bookings

3 Zones

Build Tech Platform

75% Show rate

4.0 ★

## Phase 2

280 Maids

25200 Bookings

7 Zones

Cross Sell

## Phase 3

720 Maids

90000 Bookings

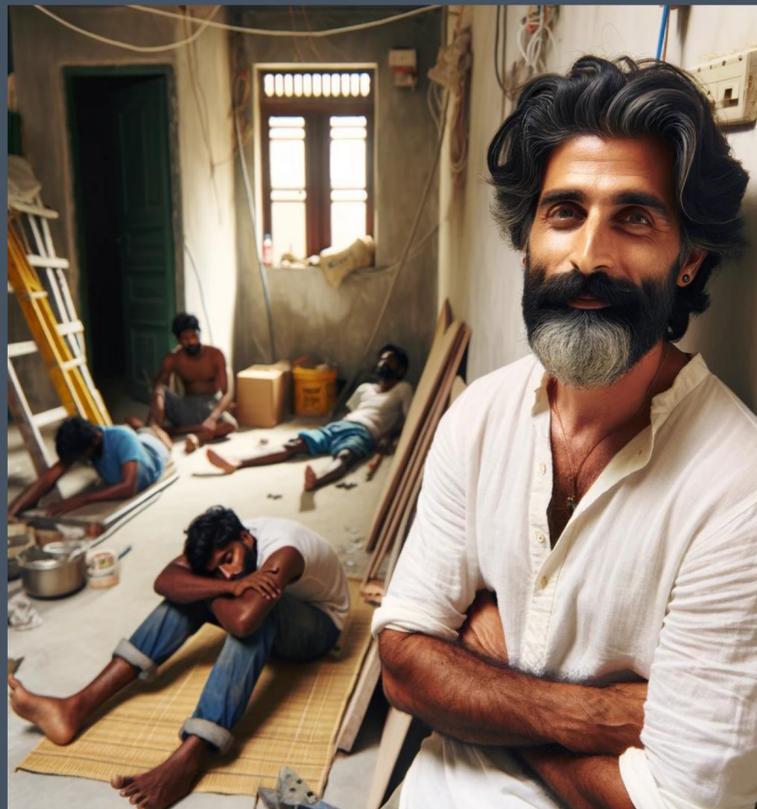
18 Zones

Multi City

Launch deep Cleaning+ Renovations in other cities

# Civil Renovations hasn't **changed** from 2000....

What the Customer got historically **in 2000...**



...Is exactly what the Customer **still gets in 2026**

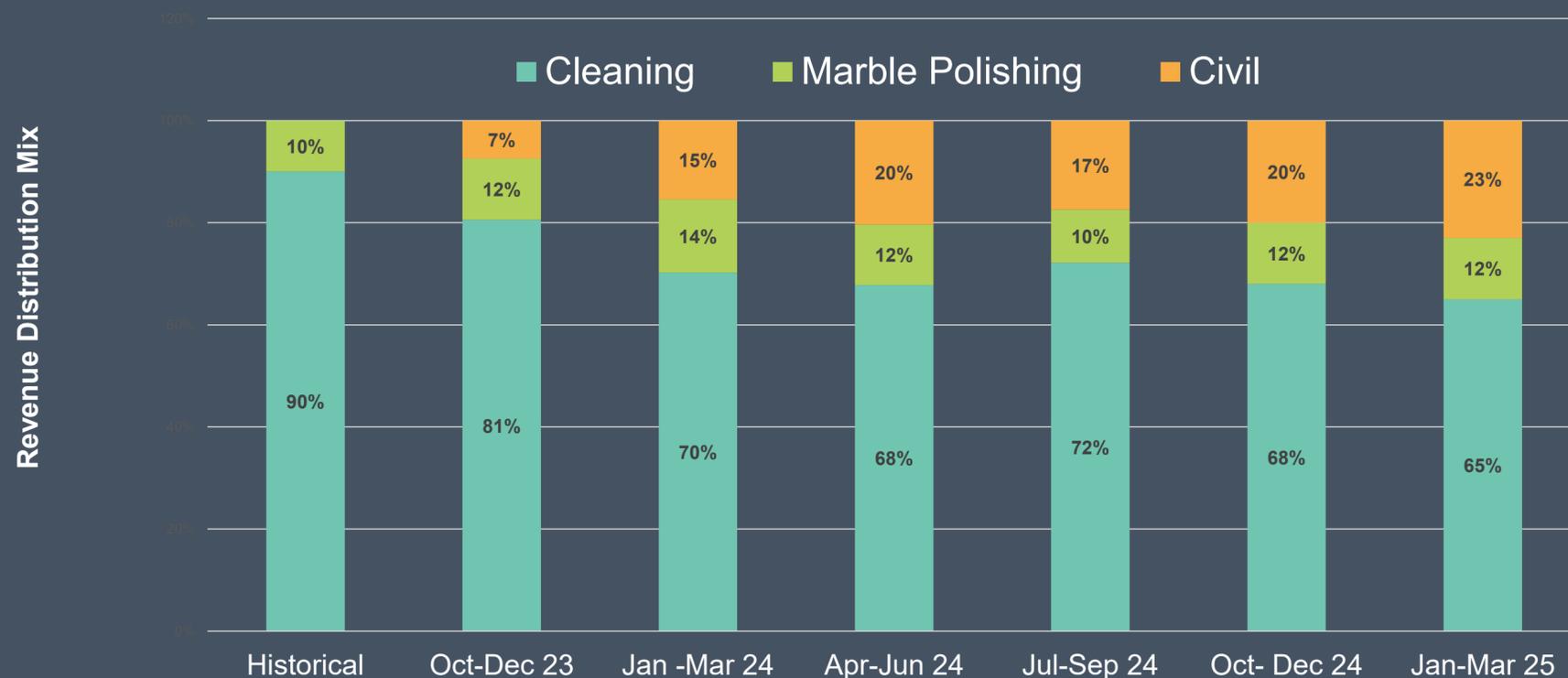


...What the Customer **wants**



Operating in untapped **\$ 8 Bn unorganized** market

# We are seeing **quicker adoption** of our Civil Offerings





Higher Take Rate for Civil between 35-40% -due to project based approach

Established partnership with Pidilite waterproofing solution-**Tech led** Customer servicing

Launching **RenoPro.in** –Focussed on Renovations

# Backed by Marquee Investors- Raised **17 Cr** in seed



Blume Founders Fund -Early backers of Spinnny, Unacademy, Slice and many more



IPV Ventures



Lets Ventures



Mr Venkatesh Shukla - Founder & Managing Partner Monta Vista Capital, ex Chair, TiE Global



Mr S Madhavan -Director at HCL Technologies, ICICI Bank, UFO Moviez , Transport Corporation of India and STL



Mr Shankar Ram- Serial Entrepreneur and Investor- TiE Angels



Mr Ankit Agarwal - STL Technologies



Mr Phaneesh Murthy- Former CEO - Igate



Prof Rajeev Gowda -Former MP and RBI Board Member



Mr Paul Kaplan- IBM, MD- SSES Global

# Experienced team with domain expertise



**Kedar D**  
**(Chief Marketing Officer)**  
Ex- Etutor –MBA Essec Business School



**Gaurav Jhavar**  
**( Maid on Demand**  
IIT M , HI Labs



**N Bette Gowda**  
**(Quality & Supply)**  
Ex -Operations Head- Clean Fanatic. Ezi Drive



**Manish Kumar**  
**(Civil)**  
Ex-Head-Eng Services – Azven Realty ,Ex BL Kashyap- BE - MIT



**Uday W**  
**(Civil)**  
Ex-Head Renovation- Bathstory



**Pardeep Kumar**  
**(Sales Head)**  
Ex NoBroker.com, Policybazaar.com



**Rajeshwari S**  
Customer Support



**Nilesh J**  
**(Quality & Operations)**



**Shikha Gupta-**  
**CHRO**  
Ex Boat/Grabhouse

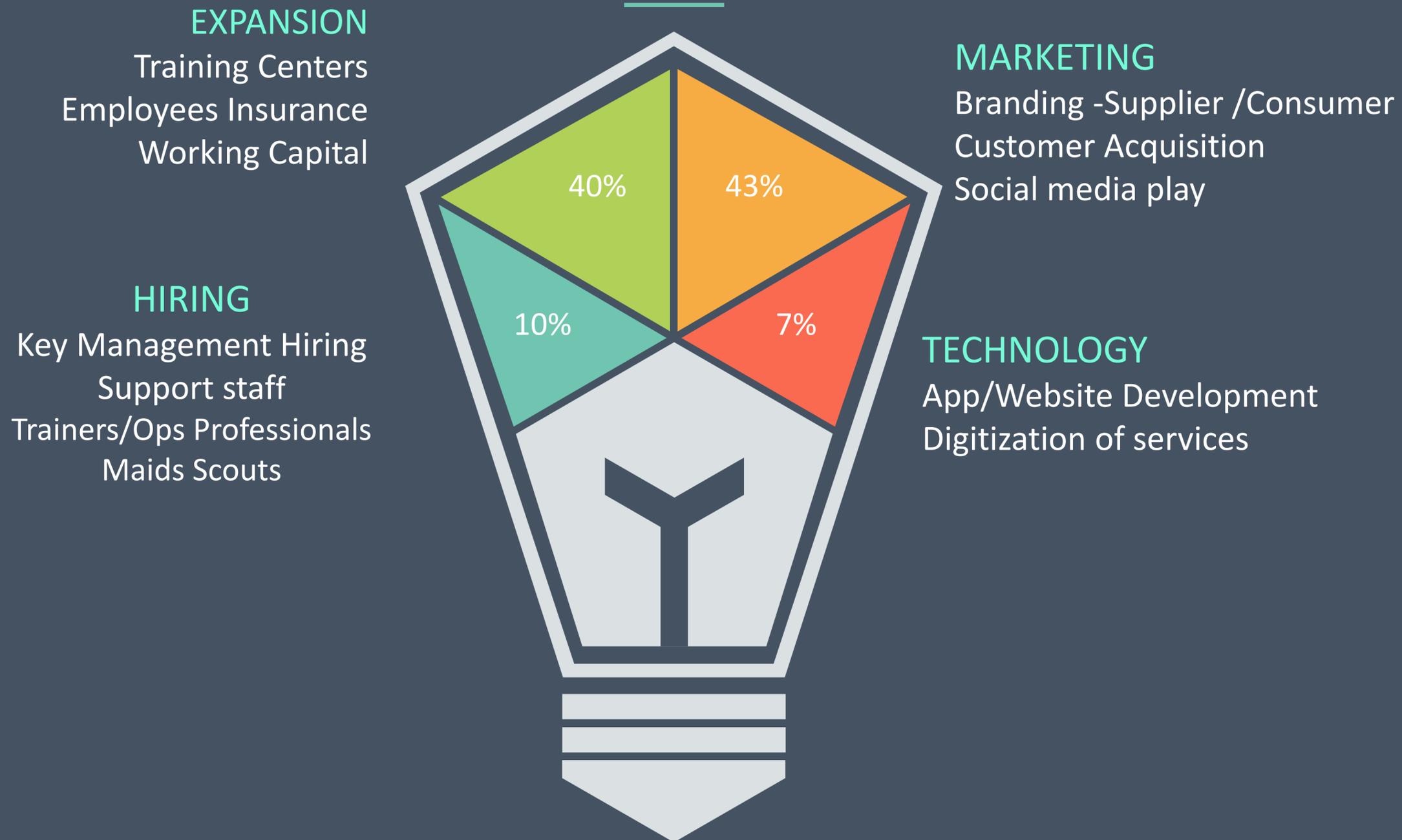


**Chandra Kumar**  
**(Finance & Accounts)**

We are a team of senior leaders from

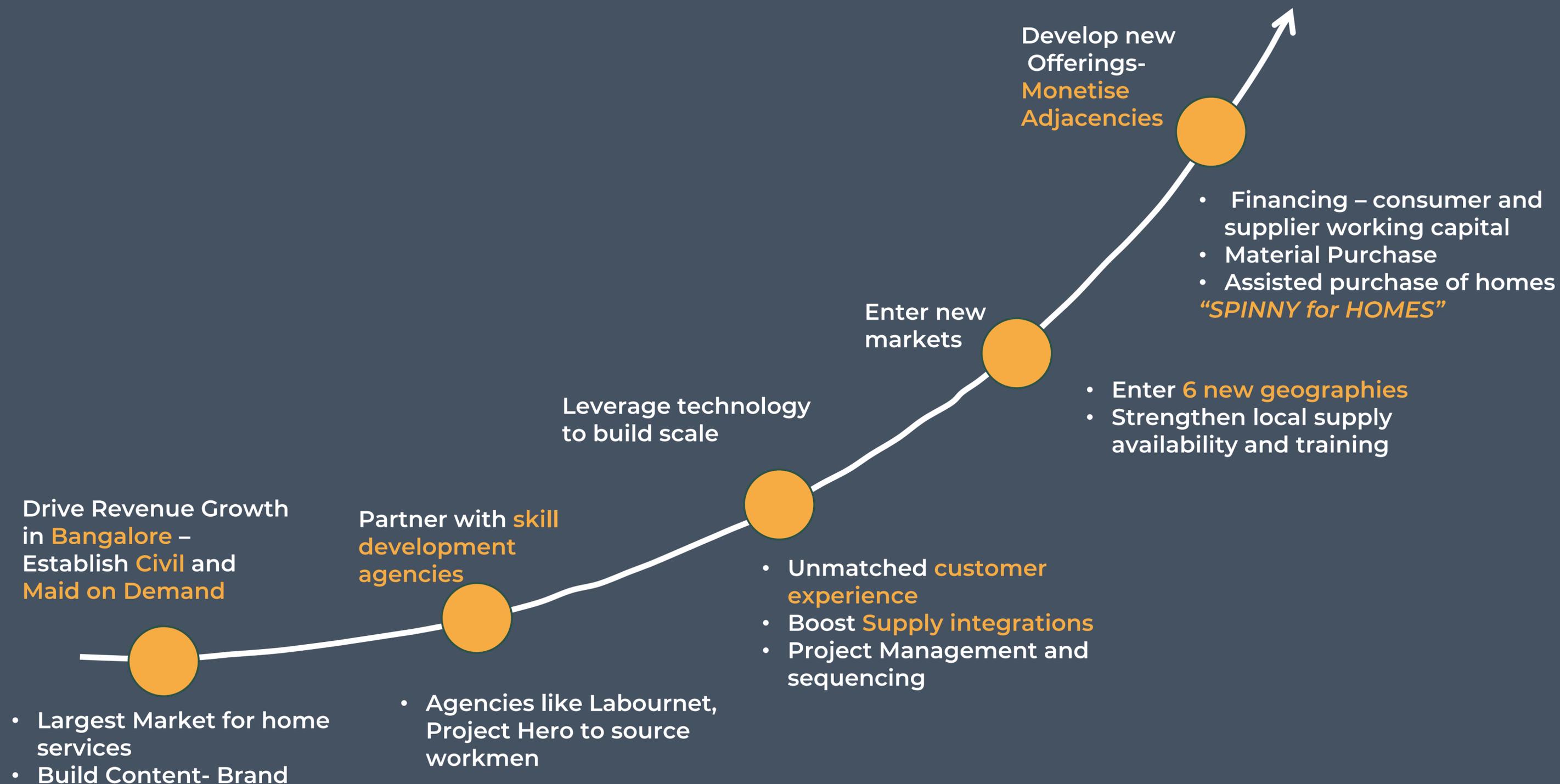


# INVESTMENT to be deployed for



Initiating discussions for Series A raise of **\$20 Mn**

# The Way Forward



# PROJECTIONS

2025

Establish ourselves as premium homes services provider

1500 Customers per month

~300 Partners

B2B Partnerships –  
Interiors- Homelane /  
Builders – Prestige, Azven

GMV- Rs 18 Cr

2026-27

Expand into categories like Maid on Demand Renovation/ Multiple cities

7000 Customers per month

~3500 Partners

Explore product partnerships-Dyson/  
Johnson Diversey

GMV-Rs 60 Crores

2028

Deepen Maid on demand Renovation category

50,000+ Customers per month

~ 20000 Partners

Explore product partnerships

GMV- Rs 400 Crores



# CONTACT US

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