

'WARDROBE' India's Largest Chain of Dry-cleaning and Laundry extends its reach!

Diamond Fabcare Pvt. Ltd. in collaboration with Brown Gouge of Australia under the brand WARDROBE extends its reach by targeting medium sized hotels to outsource their Dry-cleaning and Laundry Services.

WARDROBE with a retail chain of over 32 fully functional Dry-cleaning & Laundry outlets has widened its reach by offering 1/3rd of its capacity to cater to the outsourcing of specialized Dry-cleaning & Laundry Services by mid sized hotels & Institutions viz, **Tivoli Garden, Lemon Tree, Icon Villa, Icon Tower, Grand President & Vista**, Many leading hotels are to join hands in coming weeks. This is the outcome of assured hi-end timely services and quality.

Mr. Jyoti Maheshwari, Chairman, Diamond Fabcare Pvt. Ltd. said, 'Escalating Real Estate costs are forcing mid sized hotels and institutions to look out for outsourcing avenues and WARDROBE has managed to win their faith by offering organized approach in the Dry-cleaning and Laundry sector. At WARDROBE we will leave no stone unturned in fulfilling the commitment made to all our customers.'

WARDROBE has already started generating steam in the market by pioneering Dry-cleaning & Laundry sector with operations inaugurated in Delhi / NCR in its phase one and plans to extend pan India in next 3 to 5 years with close to 1000 nos of wash care retail centers in 30 cities to strengthen their grip in the market .WARDROBE has a target of reaching close to 100 exclusive 'wash care centers' by year end. With an initial investment of Rs. 150 crores, 200 - 300 nos. pick and drop centers, central supply chain and processing facility along with Home pick ups and delivery, 'Wardrobe' is India's largest chain of dry-cleaning and laundry stores.

Mr. Tim Mottin, Co-Promoter - Brown Gouge, Australia says, 'Outsourcing is a successful phenomenon worldwide. In trying times hotels and corporates have used it to their benefit. WARDROBE has many USPs to offer. Our partnership with Diamond Fabcare Pvt. Ltd. will ensure International standard service in dry cleaning and laundry segment in India.'

Mr. Sandeep Garg, CFO, Tivoli Garden says 'At Tivoli we offer highest levels of comfort, services to our guests. We are bestowing our confidence in WARDROBE without compromising on quality on the basis of their organized and innovative approach that will satisfy our customer's needs.

Mrs. Sareena Kochar General Manager, House Keeping, Lemon Tree Hotels says 'Our hotels are designed for safety, security, hygiene and comfort of our guests. We are particular for the services we provide including laundry. Our alliance with WARDROBE has just come at a right time ensuring us utmost quality laundry services to add to our growth.'

Brown Gouge of Australia as there operational and technological know - how providers which is a leader boosting a firm stay of 93 years in Dry-cleaning and laundry industry in Melbourne, Wardrobe has a setup of state of art equipments imported from [Europe](#) and USA from the best suppliers in the world. The company assures superior quality with use of 100% R.O. water along with Reverse Osmosis and Effluent treatment plants that are easy on garments.

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