

CCASL

THINK PARTNERSHIP

chatterjee cleaning arts services ltd





assuring

- social security
- means of livelihood
- statutory compliance
- satisfied internal customers
- dedicated crm
- improved indoor air quality
- environment friendliness
- work-life nourishment
- on job productivity
- hygiene
- safety
- sustainability



providing

- facilities management
- housekeeping
- payroll management
- pest control
- sanitisation
- manpower supply
- hard floor restoration
- chair / carpet cleaning
- renovation-redecoration

for

- media
- finance
- education
- insurance
- pharma
- infotech
- retail
- government
- factories
- residences

in the news

Little champs

BT-YES Bank SME Awards: The top four winners

Edition: Feb 19, 2012



Shyam Sunder Sharma, Pramod Maheshwari, Debtosh Chatterjee and Shripad Madhavrao Khatav



The art of cleaning — and making money

Ambar Singh Roy
KOLKATA, Nov. 22

It took an article in the vernacular *Ananda Bazar Patrika* and a vacuum cleaner lying idle at home to ignite the mind of an enterprising, college-going youngster.

What started as an innovative way of generating some additional pocket money — by hiring out the vacuum cleaner to housewives on a daily basis for a nominal charge — has eventually turned out to be the source of bread and butter for over 700 educated unemployed currently engaged by the company nationwide. Its CEO, however,

is emphatic that the company's business revolves around the "art of managing maintenance and providing end-to-end maintenance solutions".

Today, the Kolkata-headquartered Cleaning Arts has offices in Bangalore, Mumbai, Kanpur, Lucknow and Jamshedpur. The numbers on its clients' list exceeds 125 and includes well-known corporates such as Lafarge India, Pantaloon, Westside, The TCG Group, Mitsubishi Chemicals, BNP Paribas, Compaq Computers India, Tata AIG Insurance and IRI Bank, among others.

Contracts already signed will help generate revenue of



Rs 2.5 crore in the current fiscal. The target for 2003-04 has been pegged at a cool Rs 4.5 crore.

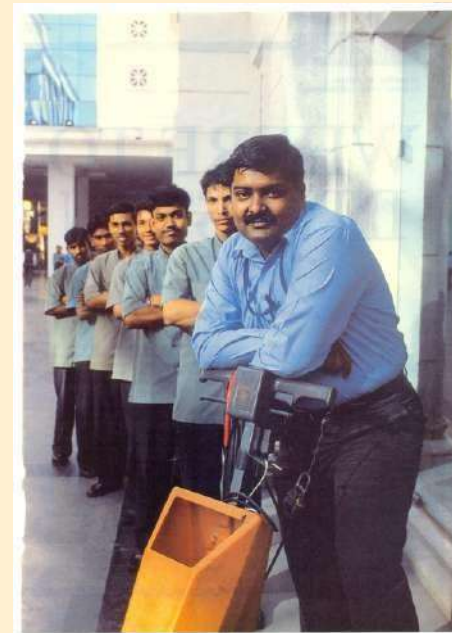
Says Mr Debtosh Chatterjee, the CEO of Cleaning Arts: "Simply put,

we started off with cleaning people's homes. Today, we look open ourselves as a maintenance consultancy and end-to-end facility management solutions provider." Today, the range

of services offered by the company includes housekeeping, pest control, carpet maintenance & shampooing, upholstery cleaning, wall maintenance, wood polishing, office equipment cleaning, marble maintenance & polishing, civil works, pantry management and maintenance advisory services.

To provide quality maintenance services, the company has invested in machines that have been imported from Italy, Switzerland and Germany. No-quite emphasis has been accorded to human resources development. "You may look at us as cleaners, but at the

top management level we only hire qualified management professionals. Departments such as marketing, human resources and customer care are headed by people who are backed by post-graduate degrees and diplomas in the respective fields obtained from premier management institutions." Mr Chatterjee, who resigned his job after working for three months in a foreign bank to start Cleaning Arts, says the company's strength lies in adopting it and implementing the latest technology. Asked what's next in the offing, he quips: "An ISO certification for the company."



IV THE STATESMAN

Cleaning up and raking in the moolah

Statesman News Service

KOLKATA, Dec. 5. — When Mr Debtosh Chatterjee told his family that he was giving up his cushy job in a foreign bank to clean corporate offices, people thought he needed mental treatment.

But his wife came to his support and together they took the plunge in 1992 with Cleaning Arts. Ten years down the line, the Chatterjees have 125 clients all over India (with names like Pantaloon, Westside, Lafarge, BNP Paribas), 100 staff members and a turnover of Rs 2.5 crore to boast of.

They offer corporate cleaning services, pest management as well as other outsourcing services. "I started out in college or summer easy money. With a old vacuum cleaner, I approached my neighbours and offered to clean up their cleaning spaces. Some agreed, while others refused

my cleaner. I never I problem scrubbing I cleaning, but I tried to laugh him off. A city-smart college goer with a vacuum cleaner in hand couldn't be serious about cleaning. Debtosh Chatterjee stuck to his ground and left the house spick and span, all for Rs 20.

That was in 1993. An MBA degree and a job at Bank of America later, Chatterjee (31) is still in the cleaning business. Only now, Cleaning Arts is a company with an annual turnover of over Rs 90 lakh and 700 employees, and Chatterjee's clients now are corporate houses, not housewives.

Chatterjee began the routine in college for a hobby. It meant pocket money and good use for a vacuum cleaner that his mother seldom used.

"I started cleaning three houses a day. My parents thought I was just running out the vacuum cleaner. But it involved hard work. The vacuum cleaner was for really only for effect; there was a good deal of

RAGS TO RICHES

Gold at the end of vacuum

Suman Laxkar
Kolkata, November 20



MR CLEAN

• Started business in college with a single vacuum cleaner, offering to clean houses in Parkash area of Salt Lake in 1993

• Chucked a high-paying job with Bank of America in 1997 to get back to the cleaning business

• Employs 700 people today, turnover likely to touch Rs 2.5 crore this year

• Cleans house for Pantaloon, Westside, Mitraushahi, Organon, ITC, Big Bazaar

manual labour. I employed a worker," says Chatterjee. "My father later advised me to start pest control operations. I started using the blower in the vacuum cleaner, with

conventional pesticides to add value to my service."

His first corporate client was Modi Telstra. Eying the swank office, Chatterjee asked for Rs 3,000 a month. Modi Telstra offered him Rs 10,000.

He then quit the business and went on to earn an MBA degree and a job at Bank of America. "I was a high flier then. I was keen on analysis and research, and cleaning was infradig. But the business survived without me and was coming along slowly."

"I still remember my father calling up my wife in Bhopal before our marriage, asking her to dissuade me from quitting my job," he says. Aparna, however, led him on and joined him in the venture.

Cleaning Arts today has Pantaloon and West Side among its clients. The business has diversified into facility management, marble restoration and pantry management.

The company ended the last fiscal grossing total turnover of Rs 90 lakh. Chatterjee hopes to close the current year with Rs 2.5 crore.

SMALL BUSINESS

CHATTERJEE CLEANING ARTS & SERVICES

An Eye for Cleaning

Chatterjee cleaning has merged as a sading company in the cleaning industry, riding n its efficacy nd reach in all major cities. hatterjee cleaning has merged as a sading company in the cleaning industry, riding n its efficacy nd reach in all major cities.



DEBTOSH CHATTERJEE

QUICK FACTS

Founder: Debtosh Chatterjee
Industry/Sector: Housekeeping service providers
Year of inception: 1993
Turnover: Rs 2.5 crore

What are the key marketing strategies for your business? DC: We cater to diverse sectors of the industry. Though our main strength lies in the retail and insurance businesses, we are spread in other sectors also. We are spread all over the country (has easily accessible). We are there in 27 states, 3 union territories and thereby in 456 locations.

What are your growth plans? DC: We believe that for the next three years, financially we will be a 100 crore business in terms of revenues and lower our overheads. We will be looking at the expansion of the revenue. In terms of expansion, we want to implement ERP and automated tracking system. R&D, water or hot water based technology, and more of innovation. We also have international expansion plans in the next three years. Already we have stepped in to South East Asian countries like Thailand.

recognitions

- ICC Corporate Excellence Awards 2011
- Business Today SME Awards 2011 - Star CEO
- HDFC Life - Partner of the Year 2019
- Forbes list 2019- Cos with Great People Managers

certifications



valuable clients



Points to Ponder

- 30 years experience
- ISO certified
- Pan India services
- more than 4000 employees.
- Client retention > 95%
- High Brand recall
- Turnover > 80 crores p.a.



group companies



www.mrinmoyee.in

cleaning tools and machines



www.rishikcommodeal.com

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