

## **Kolkata Maverick Investors lead investment in (BikeCleanse) - Bike Cleanse Automated Cleaning Startup Cleanse Solutions**

A group of young Kolkata entrepreneurs have led the investment in Mumbai-based Cleanse Solutions (India) India Pvt. Ltd. which manufactures and operates automated bike washing machines under the brand of BikeCleanse. The deal was led by Primarc I Venture Advisory owned by Sidharth Pansari in consortium with Sandeep Patni and Ayush Patni of Charak Ayurmedica, Abhishek Agarwal of DRA Infratech, Apurva Salarpuria of Salarpuria Group. The group has committed 50% of the total fund being raised at an undisclosed valuation and will also get a board seat.

Led by four co-founders – Siddharth Jain, Arnav Shah, Naresh Talla, Manoj Geesala, BikeCleanse aims to be the pioneer in automated Cleaning and environment friendly technologies. Its current solution is a compact and a fully automated bike washing machine capable of efficiently washing all two-wheelers including mopeds, motorbikes, scooters and even super bikes within 2 minutes. The machine is integrated with a water recycling unit which drastically reduces wastage of water and also maintains the pH value of water for effective and safe bike washing. A single machine recycles up to 95% of water and effectively uses around 7 liters per wash compared to a manual wash which consumes around 50-100 liters per wash. The company has entered into technical collaboration with authorised service centers of two-wheeler companies and recently struck an agreement with Indian Oil Corporation (IOCL) to set-up machines across IOCL petrol pumps.

Siddharth Jain, Co-Founder of Bike Cleanse, said “We are extremely excited to have partnered with marquee investors who will add immense strategic value and enable accelerated growth of the Company in India and beyond. With this infusion, we will immediately increase the manufacturing capacity, hire key personnel and look at expansion into the ASEAN market within a year. Apart from the ASEAN market, we are already seeing a lot of enquiries from other developing markets in South America, which we hope to enter in the next 3 to 5 years. We intend to raise a bigger institutional round in 6 to 12 months to kick start our geographic expansion.”

Lead investor Sidharth Pansari said, “Primarc Group is focused on investing in highly scalable and sustainable businesses backed by stellar founding teams. India is a two-wheeler dominated economy enjoying over 80% market share of total vehicles segment. With over 120 million bikes on Indian roads and more than 16 million two wheelers sold in India last year BikeCleanse is addressing an important need to remove inefficiencies across the value chain of bike cleaning industry.

More so, this also will create huge social impact in conserving and recycling water. With the model being highly scalable, it will provide huge self employment and entrepreneurship opportunities in all parts of the country. ”

Other Investors include \_\_\_\_\_

[Intelicap Impact Investment Network](#) (I<sup>3</sup>N or I-cube-N) acted as the investment bankers to the transaction. Akshit Gupta, Manager at I<sup>3</sup>N confirmed, “As per WHO, India is expected to reach a level of water crisis on account of insufficient water per person as a result of population growth. The total amount of usable water has been estimated to be between 700 to 1,200 billion cubic meters in India and a country is considered water-stressed if it has less than 1,700 cubic meters per person per year. Billions of liters of water are wasted in bike washing alone in India and BikeCleanse is addressing this huge problem of potential water crisis through innovation. Each machine from Bike Cleanse is expected to save almost half a million liters of water per year.”

[Sohil Shah](#) of I<sup>3</sup>N also invested in the Company, demonstrating how the startup world is creating opportunities for young talent to invest in disruptive businesses and contribute to next phase of their growth.

### About Primarc Iventure

Primarc Iventure invests in several startups and enterprises, whether they develop a product, business services or funds a marketing strategy. Primarc iVenture is geared to guide early stage investment, all round of funding or expansion. This new business will generate more wealth, employment and boost the country's economy.

- It focuses on West Bengal, where the organization would like to promote new business ventures, assist the state and its people move ahead
- Develops and supports ideas that create huge social impact and help transform lives. Because together we can create a better tomorrow.
- Primarc Group's core expertise lies in its 30+ years experience in Real estate & Retail. Primac iVenture intends to guide businesses in these domains to ease customer pain points and foster growth for organizations
- It constantly looks for exceptional ideas which can impact the world or society we live in .

### About Bike Cleanse

Cleanse Solutions (India) India Pvt. Ltd. aims to be the pioneer in automated Cleaning and environment friendly technologies. It manufactures and operates automated bike washing machines under the brand of BikeCleanse. Its current solution is a compact and a fully

automated bike washing machine capable of efficiently washing all two-wheelers including mopeds, motorbikes, scooters and even super bikes within 2 minutes.

BikeCleanse has already sold 15 franchises and aims to become one of the largest franchise brands in the country due to the low franchise investment of INR 8 Lakhs and its scalability. The company has entered into technical collaboration with authorized service centers of two-wheeler companies and recently signed an MOU with Indian Oil Corporation (IOCL) to set-up machines across IOCL petrol pumps.

### About Intellectap Impact Investment Network:

The Intellectap Impact Investment Network (I<sup>3</sup>N) is the largest angel network facilitating investments into early stage for-profit enterprises in the sectors of Agriculture, Clean Energy, Education, Financial Services, Healthcare, and Water & Sanitation. I<sup>3</sup>N sources and screens enterprises, and provides them with extensive consultations before showcasing them to its members. The network currently has over 100 members and has made 15 investments. I<sup>3</sup>N is an initiative of Intellectap, which is a pioneer in providing innovative business solutions to profitable and sustainable enterprises dedicated to social and environmental change. For more information, contact us at [i3n@intellectap.com](mailto:i3n@intellectap.com) or visit <http://i3n.co.in/>

FOR FURTHER INFORMATION, PLEASE CONTACT:

1. Sidharth Jain - Cleanse Solutions (India) India Pvt. Ltd, [siddharth@bikecleanse.com](mailto:siddharth@bikecleanse.com)
2. Kanishka Dasgupta - Intellectap Advisory Services, [kanishka.d@intellectap.net](mailto:kanishka.d@intellectap.net)
3. Jayeeta - Primarc Iventure, +91 8443858632, [marketing@primarc.in](mailto:marketing@primarc.in)