

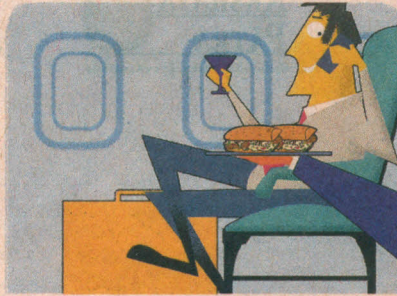
Service Startups Leave Home to Move into Office Space

Vishal. Dutta

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Ahmedabad: Home service startups are thinking out of the house. They are now providing their bouquet of services to companies, offices, hospitals, residential townships and large institutional players in addition to tapping orders from homes. The objective: to improve revenue and margins from electrical, plumbing, carpentry and cleaning services. "The margins are good in the B2B (business-to-business) model. There is also a greater variety of jobs and thus a chance to multiply revenue faster," said Major Prashant Rai, founder of Onetimejobs.com, a Bengaluru-based startup that offers a range of services for homes and offices.

The business generated by 10 individual customers equals the size of one B2B deal, Rai said. The startup's clients include MTS, DHL and Mudra Lifestyle. Gurgaon-based EasyFix has tied up



with companies such as Snapdeal, Pepperfry and Quikr to offer after-sales services for products sold on their platforms.

"Currently, our B2B (revenue) ratio to B2C (business-to-consumer) is 70:30," said Shaifali Holani, founder of Easy-Fix.in, adding that it is currently associated with more than 65 corporate clients. In the five years since it started, the company has provided services in more than 5 lakh homes.

Fix91.in, an Ahmedabad-based startup that gets most of its business from homes, has changed strategy and is now targeting corporate and institutional clients. "The B2B segment is less crowded and a single-client acquisition gives more and repetitive business," said Sanjay Gajera, director of Fix91.in.

Another Ahmedabad-based startup, HandyServices.in, has gone a step ahead and entered into annual contracts with residential colonies, societies and townships as well as hospitals to provide maintenance and repair services for their common facilities. "Our major clients are in the B2B segment that includes corporate offices and residential townships as they provide better revenue flow," said Saurabh Shah, founder of HandyServices.in. He added that corporate customer loyalty is better than individuals, who are price sensitive and tend to shift easily if a rival enters the market and charges less for the same services. HandyServices.in has about 700 institutional customers.

