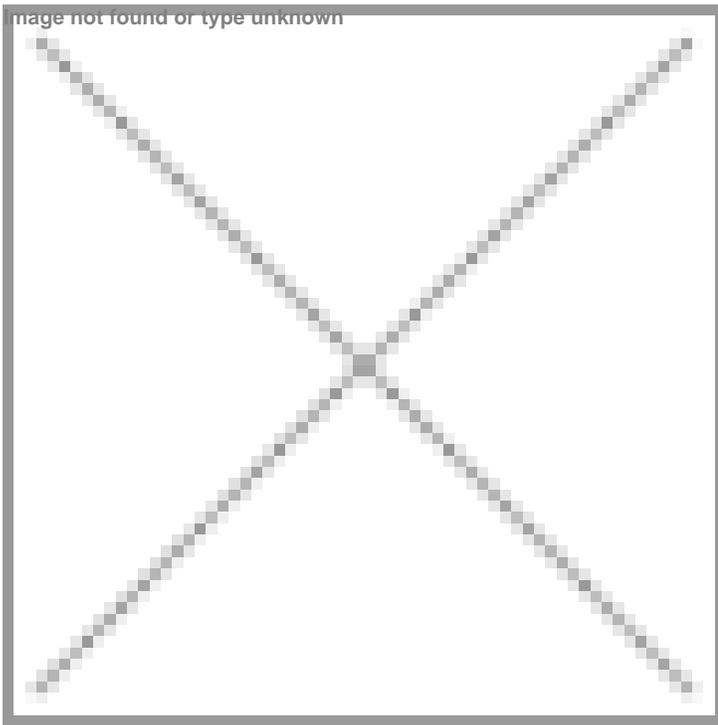


## “In healthcare, linen management is often treated as a backend utility rather than a critical infection-prevention function”

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Transforming laundry and linen management into a critical pillar of hygiene, safety, and sustainability for hospitals, Delhi-based Quick Clean Laundry Solutions has recently raised \$6 million in Series A funding, co-led by Alkemi Growth Capital and Blue Ashva Capital, to scale its impact nationwide. In hospitals such as AIIMS, linen hygiene plays a direct role in infection prevention and patient safety. By standardising laundry operations, Quick Clean is supporting auditable, compliant hygiene systems in environments where consistency matters. To find out more about this sector, BioSpectrum spoke to Anshul Gupta, Founder & CEO at Quick Clean.



### Which hospitals are you currently working with, across India and abroad? What are your major plans for 2026?

Quick Clean currently partners with leading public and private healthcare institutions across India, supporting infection-controlled linen management systems. Our portfolio includes premier government institutions such as Lilavati, AIIMS Nagpur, Patna Medical College and Hospital (PMCH), large multi-specialty chains, regional medical colleges, and super-specialty hospitals across 38+ cities. Through 110+ on-premise laundry installations, we process over 80,000 kg of linen daily, ensuring standardised, auditable, and compliant hygiene operations. Internationally, we are in exploratory discussions to expand our healthcare laundry model into select Middle Eastern and South Asian markets.

For 2026, our focus is on deepening our presence within India's expanding healthcare infrastructure. We plan to scale our on-premise healthcare laundry footprint, strengthen technology-led monitoring and compliance systems, and expand our circular

textile initiative to reduce hospital linen waste. We also aim to partner with upcoming greenfield hospitals to integrate hygiene infrastructure at the design stage, positioning linen management as a strategic pillar of patient safety and sustainability.

### **How is the 'linen management for hospitals' market evolving in India?**

The linen management market for hospitals in India is evolving rapidly, driven by heightened focus on infection control, operational efficiency, and regulatory compliance. Traditionally treated as a back-end utility, linen services are now being recognised as a critical hygiene infrastructure that directly impacts patient safety and healthcare outcomes. With growing institutional accreditation standards and the rise of multi-speciality and high-patient-load facilities, hospitals are increasingly adopting structured, standardised laundry systems to reduce variability, improve traceability, and ensure consistent hygiene.

This evolution is further accelerated by demand for data-driven processes and real-time monitoring that enhance compliance and operational visibility. Sustainability concerns, such as water and energy optimisation and textile waste reduction, are also shaping decision-making, leading to innovations such as circular linen recovery models. As India's healthcare ecosystem expands, demand for robust, scalable, and professional linen management solutions continues to grow, with on-premise, technology-enabled providers emerging as key partners in delivering safer, more efficient, and sustainable hospital operations.

### **What are the current challenges facing this sector in the country, as compared to the global market?**

The organised laundry and linen management sector in India is still evolving compared to mature global markets. One of the biggest challenges is low standardisation. While countries in Europe and North America follow stringent infection-control and textile processing norms, India's market remains largely fragmented, with many unorganised players operating without defined hygiene protocols or audit systems.

In healthcare, linen management is often treated as a backend utility rather than a critical infection-prevention function. Limited awareness around cross-contamination risks, inconsistent compliance monitoring, and budget-driven procurement decisions further slow adoption of structured systems. Infrastructure constraints, water scarcity, and rising energy costs also add operational pressure.

Globally, technology adoption such as Radio Frequency Identification (RFID) tracking, automated wash systems, and data-led monitoring is far more widespread. In India, cost sensitivity and legacy practices hinder rapid digital transformation. However, with increasing regulatory focus, hospital accreditation standards, and sustainability awareness, the sector is gradually aligning with global benchmarks, creating strong growth potential for organised players.

### **How does structured linen processing directly contribute to infection prevention?**

Structured linen processing plays a vital role in preventing hospital-acquired infections (HAIs), which affect an estimated 7–10% of hospitalised patients globally. Contaminated textiles can act as indirect carriers of pathogens if not properly handled. In healthcare settings, soiled linen from isolation wards, ICUs, and operation theatres must be segregated at source, transported in closed systems, and processed using validated thermal and chemical disinfection cycles. Barrier-controlled workflows that physically separate dirty and clean zones significantly reduce cross-contamination risks. Standardised protocols, colour-coded handling, and documented wash parameters ensure that pathogens are effectively neutralised, directly supporting infection prevention strategies.

### **How is technology reshaping modern linen management from machines to measurable metrics?**

Technology is reshaping linen management from a mechanical activity into a measurable hygiene system. Smart equipment tracks wash temperatures, cycle durations, and chemical dosing in real time to ensure compliance. RFID and digital tracking enhance traceability, while dashboards convert operational data into actionable metrics helping hospitals reduce risk, improve turnaround times, and maintain consistent, audit-ready infection control standards.

## **How can linen recycling contribute to healthcare ESG goals?**

Linen recycling can play a meaningful role in advancing healthcare ESG (Environmental, Social, and Governance) goals by addressing waste reduction, resource efficiency, and responsible operations. Hospitals generate significant volumes of textile waste each year, much of which traditionally ends up in landfills. By implementing structured linen recycling programs, healthcare institutions can divert large quantities of discarded sheets, gowns, and uniforms from waste streams and repurpose them into reusable materials or secondary products.

From an environmental perspective, recycling reduces textile waste, lowers landfill burden, and helps conserve natural resources such as water and energy that would otherwise be used in producing new fabric. It also contributes to lowering carbon emissions across the textile lifecycle.

On the social front, organized recycling initiatives can create employment opportunities within sorting, processing, and upcycling ecosystems. From a governance standpoint, traceable recycling systems improve compliance, transparency, and reporting under ESG frameworks, helping hospitals demonstrate measurable sustainability impact to regulators and stakeholders.

## **What is your long-term vision for organised linen management in India?**

Our long-term vision for organised linen management in India is to transform it from an unstructured, backend utility into a standardized, technology-driven infrastructure layer that supports healthcare, hospitality, and allied sectors at scale. In healthcare especially, linen hygiene is directly linked to infection control, compliance, and patient safety. We envision a future where every hospital metro or tier II/III has access to auditable, process-driven, and data-backed linen systems aligned with global hygiene benchmarks.

The goal is to build a nationwide network of smart, sustainable on-premise and centralized laundry facilities that leverage automation, IoT tracking, and real-time analytics to improve efficiency and accountability. Sustainability will be central to this transformation, with measurable reductions in water consumption, textile waste, and carbon footprint. Ultimately, we aim to formalize and professionalize the sector, create skilled employment, and position organised linen management as a critical pillar of India's healthcare and hospitality infrastructure ecosystem.

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