



# Leader Talk: Interview with Abhiraj Singh Bhal, Co-Founder, UrbanClap

**1. Please tell us what made you believe in this disruptive idea – that common services can be provided through a digital platform, and are competitive from a pricing standpoint. How does this model work so well?**

UrbanClap was launched in November 2014 with the vision to organize the home services industry. In the absence of organized players, the market is froth with middle-men and aggregators, who control market access and keep a lion's share of the margins. Further, as there is no large, well-run, billion-dollar company in this category today, the industry lacks scale benefits – standardization, transparency and trust.

On the other end of the spectrum, we have Indian consumers who spend about USD 30 Billion annually on home services. They largely rely on word of mouth and friends' or family's recommendations for search and discovery. As a result, experiences are broken for both customers and end service professionals. The industry could easily be 1.5x-2x larger than it is today, if frictions in transaction journeys are removed – and experiences made more meaningful and memorable.

UrbanClap is building a fulfilment-led services platform to reimagine and organize the key verticals of this industry. At scale, this platform will enable 1 million+ service professionals to become micro-entrepreneurs and deliver high-quality services at home. The UrbanClap platform enables these professionals to become micro-entrepreneurs by helping them in 5 key areas –

- Unlocking market access: Working as an individual franchisee of UrbanClap
- Financing Access: bank accounts, access to loans, insurance, etc.
- Tech-led Service Standardization: Fixed pricing, clear deliverables, SOPs, delivery tracking, payment systems, reviews, etc.
- Training: Soft and core skills training at training centers and via the app
- Consumables Supply Chain: Bulk procurement of service consumables

This full-stack model benefits customers in three ways:

- High quality of service
- Transparent pricing
- On time, every time

Read more here <https://community.nasscom.in/communities/leader-talk/leader-talk-interview-with-abhiraj-singh-bhal-co-founder-urbanclap.html>