

Joboy Extends Reach to South India's Tier 2 & 3 Cities, Empowering Local Communities with Seamless Services



Kochi, Kerala Jul 21, 2025 ([Issuewire.com](https://www.issuewire.com)) - Joboy, the popular hyperlocal service aggregator, today announced its strategic expansion into Tier 2 and Tier 3 cities across South India, a move poised to revolutionize access to essential services and foster local economic growth. This expansion aligns with the increasing focus on developing non-metro regions as new hubs of economic activity and talent.

Founded by Jeevan Varghese and Jeess V. Kariyil, [Joboy](#) aims to be the trusted personal assistant for every individual, uncomplicating daily life by providing a wide array of on-demand and scheduled services at the tap of a button.

"We are incredibly excited to bring the Joboy experience to the vibrant and rapidly growing Tier 2 and Tier 3 cities of South India," stated Jeevan Varghese, Founder and CEO of Joboy. "Our vision has always been to simplify daily life for everyone, and this expansion is a significant step towards achieving that. We've seen tremendous demand and potential in these emerging urban centers, and we believe our platform can truly empower both consumers and local service providers."

The decision to expand into these markets is a strategic one, recognizing the burgeoning opportunities and increasing digital adoption in these regions. Reports indicate that Tier 2 and Tier 3 cities are witnessing significant growth in job creation, retail expansion, and tech talent, making them fertile ground for services like [Joboy](#).

Benefits of Joboy for Residents and Service Providers:

Joboy offers a comprehensive suite of services designed to address everyday needs, bringing convenience and reliability directly to users' doorsteps. Key benefits include:

- **For Users:**
 - **Convenience at Your Fingertips:** No more endless searching or multiple phone calls to find reliable service providers. Joboy consolidates a vast network of verified professionals onto a single, easy-to-use app.
 - **Transparent Pricing:** Most services come with pre-fixed pricing, eliminating the hassle of bargaining and ensuring fair rates. For services without a pre-set price, users receive a quote in advance for approval.

- **Verified Professionals:** Joboy rigorously vets its service partners through detailed background checks, ensuring trustworthiness and quality of work.
 - **Service Warranty:** In the rare event of an issue, [Joboy](#) provides a service warranty, offering peace of mind to its customers.
 - **Wide Range of Services:** From home repairs (electricians, plumbers, carpenters, and AC mechanics) and cleaning services to appliance repairs, beauty and health services, and even local shopping and event ticketing, Joboy aims to be a one-stop solution for a multitude of needs.
 - **Seamless Experience:** Users receive live status updates, electronic invoices, and secure online payment options.
- **For Service Providers:**
 - **Increased Earnings:** Joboy helps service professionals expand their customer base and secure more jobs, leading to increased income without the need for extensive marketing.
 - **Improved Productivity:** By connecting providers with jobs near their location, [Joboy](#) minimizes travel time and costs, enhancing overall efficiency.
 - **Access to a Large Customer Base:** The platform acts as a powerful marketing tool, making local service providers visible to a much wider audience.
 - **Professionalization of Services:** Joboy contributes to organizing the hyperlocal services sector by providing a structured platform for bookings, payments, and customer feedback.

"Our goal is to uncomplicate life for our users," added Jeess V. Kariyil, Co-Founder and CIO. "Whether it's a sudden plumbing issue, a desire for a clean home, or simply finding the best local deals, [Joboy](#) is designed to be the go-to platform. This expansion into Tier 2 and Tier 3 cities is about bringing that convenience and reliability to an even larger population, while simultaneously creating significant employment opportunities for skilled local professionals."

Joboy's expansion is expected to significantly contribute to the digital transformation of local economies in South India, fostering a more organized and accessible service ecosystem for millions.

Media Contact

Joboy Services

*****@joboy.com

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