

Pet grooming catches up in Coimbatore

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Pets in the city never had it so good. With pet shops sprouting up in every corner of the city and grooming centers too knocking on its doors, animal lovers are indulging their pets and upping their glamour quotient like never before.

Deepak Nair, who runs a pet service centre in the city, says that the business has grown multi-fold in the recent past. "I was one of the first people to start a pet grooming shop in the city way back in 1997. Today, there are almost 30 shops within the city. We provide grooming, training and workout to pets. We also have a boarding kennel where animal lovers can leave their pets when they are traveling. Though the number of people coming for the services is only increasing, we undertake only two services per day so that every pet gets its due. On weekends, however, the scuttle is a tad more. We have a regular clientele that visits us almost every fortnight."

Dr D Raja, a vet at one of the veterinary hospitals in the city that offers services like pet boarding, pet spa, pets diagnostics, says that the demand for grooming has been good in the last 5-6 months. "At the spa, we offer services like medicated baths, haircuts and nail clipping. People come to us especially when pets have an infection and refuse to co-operate with them for a bath. They are willing to shell out as much as possible just to keep the pets in good shape. We get dogs, cats (especially Persian), guinea pigs and rabbits. Though we are lagging behind the metros when it comes to grooming per se, we are steadily catching up."

There are spas in the city that provide special packages for grooming. "Dogs still rule the roost in the pet grooming industry. We have a seven-layer grooming package that includes bathing, brushing, resetting matted tangled hair, ear cleaning, anus cleaning and nail clipping. People who have hairy breeds like Labradors, Golden Retrievers, German Shepherd and Persian cats are frequent visitors who subscribe to the package. A service leaves the pet owners assured for a month. We have a unique package and products for show grooming as well," says R Mohan of a Pet Spa in the city.

Mini Vasudevan, managing trustee of an animal welfare organization, however, maintains that though the number of shops in the city has increased, the awareness about grooming could be better. "Grooming is needed for the well being for the pets, but there are people that find them a tad expensive. On the other hand, there are pet shops in the city that usually tie up with adoption camps and give away free dog collars and other accessories. My only concern is that people should opt for grooming services for the welfare of the pets and not just for commercial purposes or the 'attractive' tag."