

# OneAssist Times

Est. 2011 | Dec 2025 | Edition 8 | Mumbai | Page 1

## SUMMING UP: Our 2025 Impact

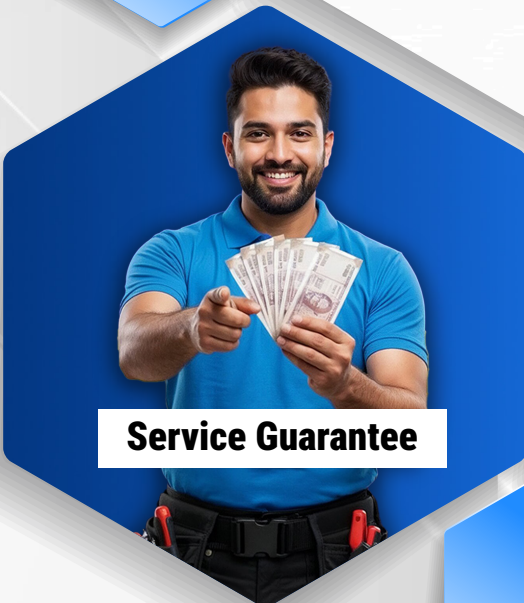


### Hawk Eye

AI-Powered Solution for Used Phones



OneAssist Repair Factory



Service Guarantee



Used Car Extended Warranty



FROM THE  
CEO'S  
DESK

P2



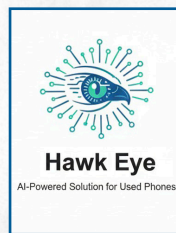
STRONG  
PARTNERSHIPS

P5



ENGINEERED  
FOR  
EXCELLENCE

P9



HAWK EYE:  
AI POWERED  
SOLUTIONS

P10



# A Year of Trust, Growth and Shared Belief

Reflecting on the past year, shaping the future.



**ABHISHEK  
MAHESHWARI**  
CEO

As we step into a new year, I wanted to reach out personally to wish you and your loved ones a very happy and prosperous New Year.

This time of year carries a quiet kind of magic - a chance to pause, reflect, and appreciate the journey we've travelled together. When I look back at the year gone by, what stands out most is not just how far we've come, but who we've come with. Your trust, belief, and partnership continue to be the heartbeat of OneAssist.

Every milestone we've reached has been possible because you've stood beside us, aligned to a shared purpose.

2025 was a year of meaningful momentum. We expanded our ability to protect what truly matters in people's lives - from launching new categories like **Used Car Extended Warranty**, to introducing thoughtful solutions such as **Smart EPP** and **Lifetime Warranty** that honour long-term ownership and value. With **Hawk Eye**, we made protection more inclusive by extending protection to existing phones. And through initiatives like **OA Repair Factory** and our **Service Guarantee**, we reinforced our promise of delivering best-in-class service - not as an aspiration, but as a standard.

Each of these steps moved us closer to our long-term mission: **making protection simpler, more accessible, and deeply reliable for every customer we serve.**

Beyond the launches and metrics, what truly defines this year is intent. I am immensely proud of how our teams have preserved a strong customer-first soul while scaling at pace. Innovation this year went beyond products - it became a practice of listening, learning, and co-creating. Every improvement and every new capability was shaped by real needs, real feedback, and real relationships.

As we step into 2026, our direction is clear. We are committed to building an **AI-first future** that enhances speed, intelligence, and efficiency - but never at the cost of empathy or trust. We will continue to invest in the talent and technology that simplify life for customers, while staying anchored to the relationships that give our work meaning.

Thank you for being such an integral part of our journey and for helping make 2025 a year of genuine impact. I am deeply excited about the chapters we will write together next. Wishing you and your entire team a year filled with shared success, fulfilment, and joy.



# New categories that made headlines

OneAssist continued to expand its protection ecosystem with the launch of new categories that addressed everyday needs across homes, workplaces, and mobility. The Furniture Protection Plan offered everyday protection for the things that truly make a house a home. With SMART EPP, we enabled organisations to deliver meaningful savings to employees with zero investment from employers. Extending our footprint in mobility, the Motor Protection Plan for two and four wheelers was introduced to help customers maximise repair savings over the long run—reinforcing OneAssist’s commitment to practical, value-driven protection solutions.

## FURNITURE PLAN

Everyday protection for the things that make your house a home.



## SMART EPP

Savings for employees. Zero investment for employers.



## USED CAR EXTENDED WARRANTY

Maximizes repair savings in the long run.



# New plans that added value

OneAssist strengthened its offerings with the launch of new plans designed to deliver greater value and financial flexibility. The Gold Loan enabled customers to unlock the value of their gold without letting go of it, while Housing Loan Plans simplified the home ownership journey by helping first-time buyers move from dream to doorstep. The Pocket Saver Plan combined non-stop entertainment with everyday peace of mind at a compelling price point. Rounding this out, Old Phone Protection Plans ensured that it's never too late to protect what matters most—extending coverage beyond just new devices.



**GOLD LOAN**  
Get more value against your Gold Loan.



**HOUSING LOAN PLANS**  
Helping first-time buyers move from dream to doorstep.



**POCKET SAVER**  
A steal deal on non-stop entertainment and peace of mind.



**OLD PHONE PROTECTION PLANS**  
It's not too late to protect what matters most.



**LIFETIME WARRANTY**  
Protection that lasts as long as your ownership.

# Strong Partnerships. Bigger Impact.

Our solutions are backed by partnerships with top brands and fast-growing platforms. From global device manufacturers to leading financial institutions and retail chains, our ecosystem keeps expanding. Each collaboration strengthens our ability to deliver reliable, customer-first protection.

## NEW PARTNERS IN 2025


**GOT BIG PLANS FOR THE HOLIDAYS?**

Save on costly repairs with **1-Year UltraProtect Plan for iPhones.**

Money Back Guarantee\*

2 Repairs/Replacements\*

Zero Depreciation

Brand-Authorized Repairs

**Ask your retailer**

T&C Apply

What's better than on-time appliance repairs?  
**A MONEY BACK GUARANTEE\*** just in case it isn't.

That too of the full plan cost!

**Protect your appliances now**



# New capabilities to add value for our customers

## Benefits

OneAssist plans are designed around three core tenets **Protection, Assistance and Savings**. While protection and peace of mind against unforeseen and unfortunate events have always been at the heart of our offerings, this year we have placed a **stronger emphasis on Savings**, thoughtfully integrating added benefits across many of our plans.

As a result, customers now enjoy **superior value for money from Day One**, even before the need for a claim arises. Our **expanded bouquet of benefits** spans a wide range of offerings, including:

- Curated OTT subscriptions for entertainment
- Diagnostic services for health check-ups
- Teleconsultations with experts
- Astrology sessions for guidance
- Lifestyle vouchers and more

This ensures that OneAssist plans deliver **both immediate and long-term value**, making everyday life easier, more enjoyable, and worry-free.

ONEASSIST™

## POCKET SAVER

Taarak Mehta  
ka OOLTAAH  
CHASHMAH

Laughter returns to your screen!  
Along with 1-year access to other streaming platforms

SONY liv | shemaroo mp | शक्ति | CHAUPAL

+1 Home appliance repair included

Powered by OTTplay

\*T&C Apply

BUY NOW

## Service Guarantee

To reinforce our vision of delivering a **best-in-class service experience**, OneAssist introduced an **industry-first Service Guarantee** - setting a new benchmark for trust and accountability.

This guarantee offers **100% money-back** if defined service timelines are not met - **without terminating the plan benefits**, ensuring **uninterrupted coverage** for our customers.

Representing a significant leap forward for the industry, the Service Guarantee has been **extended to our retail partners** across Personal Electronics and Consumer Durables.

As a **default feature across our plans**, the guarantee reflects our core belief: **trust is built by delivering on our commitments - or by making it right when we fall short**.

ONEASSIST™

What's better than on-time\* appliance repairs?

## A MONEY BACK GUARANTEE\*

just in case it isn't.

That too of the full plan cost!

Protect your appliances now

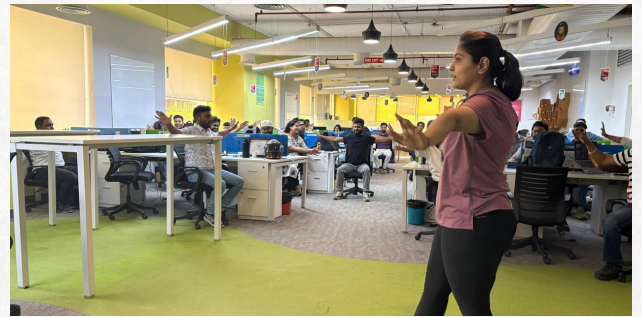


# Wellness at OneAssist

At OneAssist, employee well-being is a key pillar of our workplace culture. We regularly conduct wellness sessions focused on **dental health, women's health, and yoga**, designed to promote awareness, preventive care, and overall physical and mental wellness. These initiatives reflect our commitment to creating a healthy, balanced, and supportive work environment where employees are encouraged to prioritise their well-being alongside professional growth.

# Social Responsibility

At OneAssist, our commitment to impact goes beyond the workplace. Through partnerships with Goonj and the Warrier Foundation, we empower our people to support education, disaster relief, senior care, and dignity-led initiatives that address India's most pressing social needs. Together, these associations reflect our belief in empathy, collective action, and creating meaningful, lasting change for communities that need it most.



# JOY AND SATISFACTION ACROSS THE NATION

Claimed my warranty in minutes-just a few uploads and done! Amazing service from OneAssist. Totally worth it!



Watch the full video

Pawan Sethi

I raised a claim through the OneAssist app - it took just 3-4 minutes, and ₹750 was instantly credited! Super smooth experience. Totally worth getting the extended warranty!



Watch the full video

Tejal Singh

I bought a OneAssist plan with my Flipkart watch. Upon claiming it, I got quick, hassle-free service and easy reimbursement. I highly recommend getting it with your next purchase.



Watch the full video

Krunal Gemlawala

My OneAssist extended warranty came through when my watch stopped working. Super quick service. Highly recommended!



Watch the full video

Kumar Rahul

## CELEBRATING WITH OUR PARTNERS





# The OneAssist Repair Factory: Where Service Excellence Is Engineered

At OneAssist, service excellence isn't a promise - it's a discipline. And the OneAssist Repair Factory stands as the ultimate symbol of how seriously we take that discipline. When it comes to world-class service, three things matter more than anything else:

**Timelines. Cost. Quality.**

Every decision, process, and innovation inside the OneAssist Repair Factory is designed around mastering this balance—without compromise.

The OneAssist Repair Factory is a high-tech hub of precision engineering, where smartphones and TVs are restored to their original factory-grade performance. This is not just a repair center - it is an ecosystem built to deliver consistency, reliability, and trust at scale.

From the moment a device enters the factory to the moment it is returned to the customer, every step is engineered for excellence.

## At OneAssist Repair Factory we completely succumb to our core principles:

### Transparency

Meticulous tracking ensuring total accountability.

### Best-in-class infrastructure

OneAssist repair factories are equipped with cutting-edge technology right from detecting damages to fixing them.

### Where Technology Meets Craftsmanship

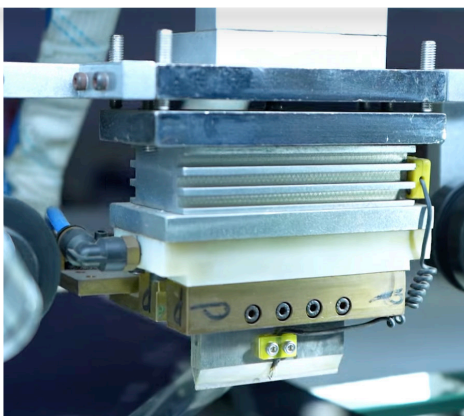
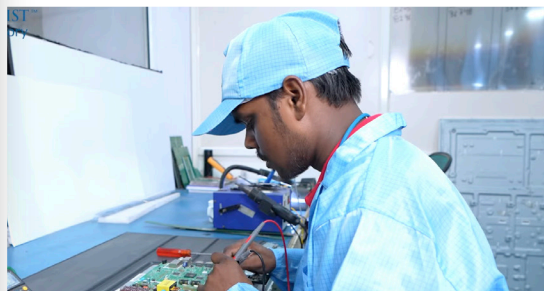
Only experienced engineers with regular trainings work on repairs.

### Repair-first mindset

The factories work on repair-first rather than replacement-first mindset to keep repair costs affordable.

### Strong forecasting

The teams work on strong forecasting model to procure spare parts in advance to ensure timelines are maintained.



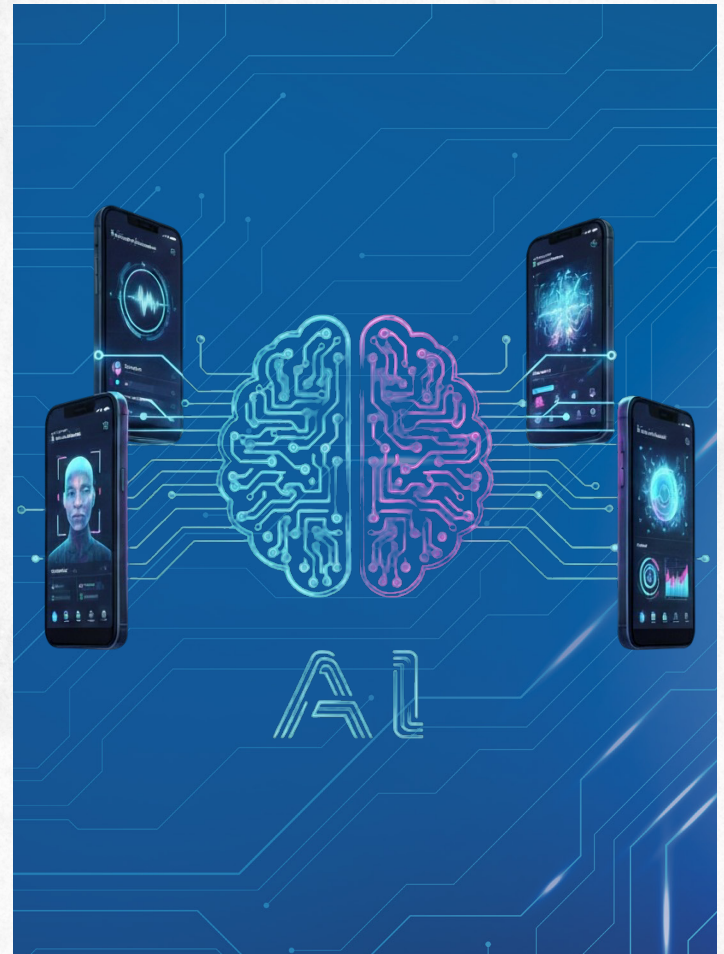
To Watch the video  
Scan the QR Code



# Hawk Eye: AI-Powered Solution for Used Phones

OneAssist's Hawk Eye is a disruptive, AI-powered solution designed to tackle the long-standing challenges of the used-phone market. Traditionally, protection plans were almost exclusively available for new devices, due to the high risks, costs, and subjectivity of manual inspections.

By leveraging advanced machine learning and artificial intelligence, Hawk Eye breaks down these barriers, enabling a fast, accurate, and seamless digital inspection process. It overcomes the common obstacles of fraud, human error, and prohibitive inspection costs, making protection accessible, reliable, and affordable for existing device users.



## Market Overview

**80 CR.**

smartphone users in India



**40%**

smartphones are  
subject to damage



**36 MONTHS**

average holding time of



**₹22,000**

Average Selling Price of  
Smartphone in India



Protection plans available for devices  
older than 2 months

Why Hawk Eye the future?

- Hawk Eye **replaces subjective human visual inspections**, providing **consistent, data-driven evaluations** that remove guesswork and risk. By doing so, it makes **protection plans affordable and accessible**, even for pre-owned devices, creating an entirely new category in the mobile protection industry.
- **Current Partners:** Successfully live with **Airtel Payments Bank, SpiceMoney, and NetAmbit**, validating the solution's robustness and scalability.
- **Market Potential:** With a massive **₹6,000 crore opportunity**, Hawk Eye is **significantly expanding the total addressable market (TAM)** for mobile protection, tapping into a growing need for **accessible, trustworthy insurance for pre-owned devices**.

# FIND THE WORDS ON OUR CROSSWORD AND WIN A PRIZE!

F	F	E	X	S	P	G	J	P	T	Q	C	P	U	Y
R	R	Y	C	R	O	B	N	L	S	J	N	E	O	T
W	S	E	R	N	X	P	B	J	M	G	W	A	H	N
K	W	U	E	E	A	X	Q	W	J	A	F	C	I	A
N	B	V	N	D	O	T	L	N	C	K	K	E	G	R
A	W	C	R	G	R	N	S	X	Y	Z	Q	O	S	R
I	G	C	J	G	Q	O	F	I	Q	M	S	F	M	A
N	X	M	E	Q	U	Q	P	X	S	I	N	M	A	W
A	D	S	S	A	V	I	N	G	S	S	C	I	R	R
P	R	O	T	E	C	T	I	O	N	M	A	N	T	A
L	I	Q	U	I	D	D	A	M	A	G	E	D	E	C
Z	U	B	H	S	Y	Q	C	D	D	N	Z	F	P	D
W	G	J	I	P	Q	I	F	J	N	O	Z	A	P	E
E	Q	N	A	O	R	A	U	B	P	D	P	F	M	S
S	X	B	N	L	Y	I	O	T	Y	C	Q	S	C	U

- AMC
- FREEDROP
- PROTECTION
- USED CAR WARRANTY
- ASSISTANCE
- SAVINGS
- SMARTEPP
- PEACE OF MIND
- LIQUID DAMAGE
- SOP

PLEASE SHARE YOUR ANSWERS VIA EMAIL TO  
SHEETALKUR.VILKU@ONEASSIST.IN AND WIN A PRIZE



# MEET OUR “TOP GUN WINNERS” - OUR TRUE SUPERHEROES OF 2024



**Navneet Goyal**

“In Finance, there is no margin for error; you have to see the risks on the radar long before they arrive. Winning Top Gun means maintaining the perfect balance of fiscal control and bold strategic foresight.”

**Rahul Kumar**

“Managing key accounts is about anticipating the turbulence before it hits and ensuring a smooth flight for our biggest partners. Winning Top Gun is proof that when you prioritize trust and precision, the sky is the limit for growth.”



**Vikram Singh Rawat**

“Service excellence is a marathon, not a sprint. This award is a tribute to the resilience of my team and the years of discipline it took to transform our operations into a high-performance machine that never misses a beat.”



**Samrat Tiwary**

“True success in sales is built on the quiet discipline of preparation and the consistency of execution. Delighted to win the Top Gun Award. This award is special to me. Achieving highest numbers would have been impossible without my valuable teammates. This award is for each of them.”



**Sanjay Tiwary**

“In the fast-moving world of Consumer Durables, you either lead the formation or get left behind. Winning Top Gun is a testament to our team’s agility in capturing the market and our relentless drive to be the first choice in every household.”



**Satish Kumar**

“In technology, we don’t just follow the roadmap - we build the engine that drives it. Winning Top Gun means pushing the limits of innovation while ensuring our systems remain as fast and reliable as an elite fighter jet.” without my valuable teammates. This award is for each of them.”



**Sushil Sharma**

“The heart of great service lies in the details that often go unseen. Winning this award is a tribute to a team that understands that consistency is the truest form of leadership.”

