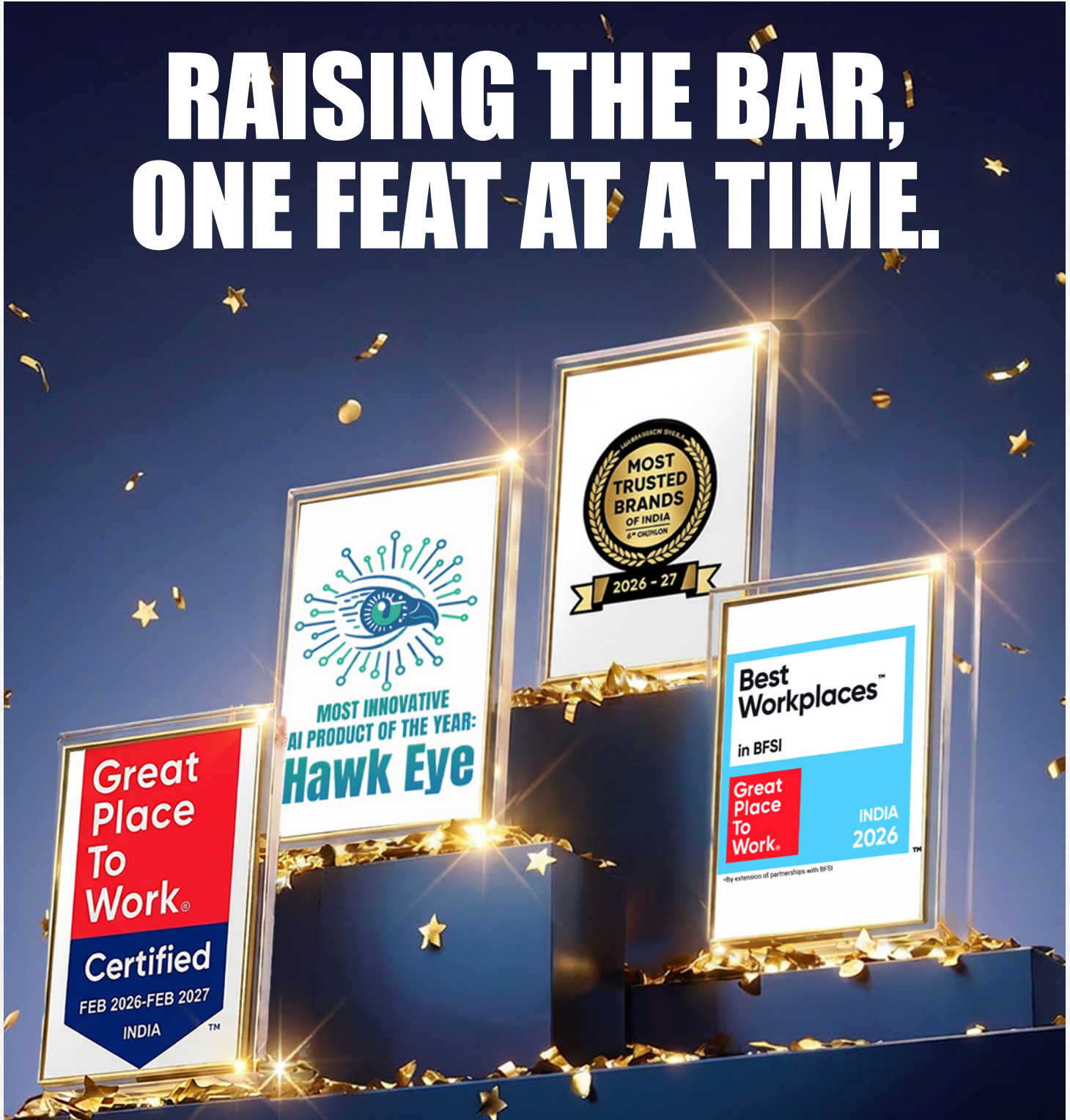


# OneAssist Times



Est. 2011 | May 2026 | Edition 9 | Mumbai | Page 1

## RAISING THE BAR, ONE FEAT AT A TIME.



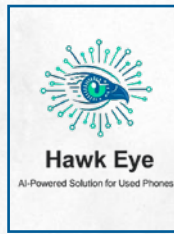
FROM THE  
CTO's  
DESK

P2



LIFE AT  
OneAssist

P5



INNOVATIONS  
THAT MAKE  
HEADLINES

P8



STRONG  
PARTNERSHIPS

P10



# Defining the Future of AI: Where Intelligence Meets Precision

Inside Hawk Eye by Saurabh Chandra



**SAURABH  
CHANDRA**  
CTO

We are absolutely thrilled to receive the prestigious 'Most Innovative AI Product' award at the India Insurance Summit & Awards 2026 for Hawk Eye. This recognition is not just a milestone for us but a testament to our unwavering commitment to building technology that has a real-world impact and helps shape the future of device protection.

India, with over 75 crore smartphones in circulation, faces a significant challenge in offering protection plans to existing

devices. The core issue lies in the high costs and complex manual verification processes involved in assessing a device's condition. Hawk Eye transforms this space by combining advanced AI diagnostics, intelligent image recognition, and automated verification systems, enabling us to offer real-time, accurate device assessments with a remarkable 99.9% accuracy. This innovation drastically reduces the time, cost, and complexity traditionally associated with device protection, making it scalable and efficient.

By introducing Hawk Eye, we have opened an entirely new category within the ecosystem, making device protection accessible to millions of smartphone users who would have otherwise been excluded. In just six months, we have witnessed an incredible 10X growth trajectory, further validating the demand for this solution and the trust that our customers and partners have placed in us.

This award is a reflection of the passion, hard work, and dedication of our incredible team who continue to push the boundaries of what is possible with technology and AI. It serves as a reminder of our vision to bring innovative, customer-centric solutions to the market and pave the way for a more secure and accessible future for smartphone users across India.



# 5 Years. One Standard: Excellence

## Bhanu Chawla shares the journey



Being recognized among India's Top 75 Workplaces in the BFSI sector is a monumental achievement for us at OneAssist, especially as we celebrate 15 years of growth and evolution. This milestone reflects not just our business success, but also the strong cultural foundation laid by our founders, Subrat Pani and Gagan Maini, from the very beginning. Culture here is built on trust, ownership, collaboration, and a people-first mindset.

For five consecutive years, OneAssist has earned the distinction of being a Great Place to Work. This recognition is a testament of the strong bonds we share

with our employees and the conscious efforts invested over the years in creating an environment where people can learn, grow, innovate, and thrive.

More than external benchmarks, this award celebrates the everyday experiences of our employees. Through continuous investments in employee engagement, wellness initiatives such as Mind.Body.Wellness, learning programs like L.E.A.P (Learn, Evolve, Apply, Progress), leadership development through E.L.P (Emerging Leaders Program), and recognition frameworks such as V.O.L.T (Value Creation, Outstanding Work, Lightning Speed, Talent), we have worked consistently to build a workplace where people feel valued, empowered, and inspired to do their best work. Combined with transparent communication and a culture of ownership, these initiatives have played a significant role in shaping the OneAssist experience.

This recognition belongs to every member of Team OneAssist. Their passion, resilience, and commitment have shaped the organization we are today. While we celebrate this milestone, we also see it as motivation to continue raising the bar, strengthening our culture, and building an even better workplace for the future. The journey continues and so does our commitment to putting people at the heart of everything we do.



# India's Trust. OneAssist's Responsibility.

A recognition that reflects consistent customer experiences built on reliability and care.



**AMAN  
PRAKASH**  
CPMO

Winning the 'Most Trusted Brand' award for the second consecutive year is a proud achievement for all of us at OneAssist. It validates our unwavering commitment to helping people protect what matters most in their lives and reflects the trust we've worked so hard to build with our customers.

At OneAssist, trust is at the heart of everything we do. Our customers turn to us in their most stressful moments - whether it's a damaged phone, a home appliance failure,

or financial fraud. We take this responsibility seriously and are proud to deliver reliable solutions to over 3 crore Indians during their times of need.

This recognition is earned through consistent actions, dependable experiences, and a steadfast commitment to delivering on our promises. In a category where trust is put to the test during difficult times, being named the 'Most Trusted Brand' is a powerful reminder of the faith our customers place in us and the reliability we provide.

This award belongs to our customers, partners, and the incredible OneAssist team who continue to deliver exceptional service every day. It's their dedication, passion, and commitment that have helped shape OneAssist into a brand that people can trust.

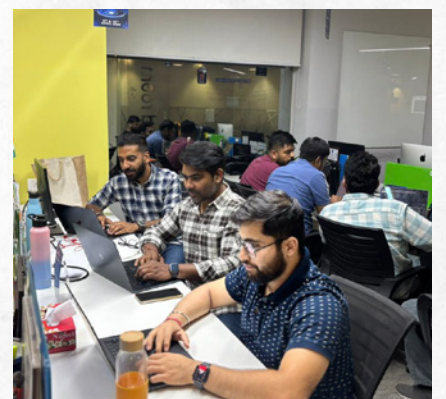
As we continue to grow, we remain focused on innovation, simplifying lives, and building a brand that customers can always rely on, as we strive to make consumer's everyday lives easier.



# Agentra 2.0: Shaping the Future with AI

## Driving smarter experiences through innovation and intelligent automation.

Agentra 2.0 brought together innovation, technology, and forward-thinking ideas to reimagine the future of customer engagement through AI. The initiative showcased how intelligent automation and Agentic AI can create smarter, faster, and more seamless experiences across the OneAssist ecosystem. More than just an event, Agentra 2.0 reflected our continued commitment towards building future-ready, AI-led solutions that simplify everyday life for customers.



# Enhancing Benefits. Improving Everyday Experiences.

Strategic partnerships helping OneAssist deliver smarter, more holistic customer solutions.

OneAssist continues to strengthen its comprehensive benefits ecosystem with solutions designed to address the evolving needs of customers and partners alike. By complementing our core offerings with integrated lifestyle-led services, we are enabling greater convenience, accessibility, and everyday value across categories.

Over the past year, we have witnessed strong traction across our OTT bouquet and cyber security offerings, reinforcing the growing demand for connected protection solutions. Taking this vision forward, we have partnered with Visit Health and ReadyAssist to further enhance our customer value proposition.



Through our partnership with Visit Health, customers can access health and wellness services including teleconsultation, pharmacy vouchers, health check-ups, diagnostics, dental and vision care, yoga sessions, mental wellness support, counselling, and more.




We've partnered with ReadyAssist to offer 24x7 roadside assistance, emergency support, and on-the-spot repairs for two and four-wheelers across India.

These collaborations further strengthen OneAssist's commitment to delivering smarter assistance solutions along with protection.

## CELEBRATING CUSTOMER WINS

# JOY AND SATISFACTION ACROSS THE NATION

Hi, this is Vansh from Galaxy World. Thanks OneAssist, for the Screen Protection Plan for old phones. It's great for my business, and I've taken it for my own phone too!



Watch the full video

**Vansh**


Hi, I'm Rishabh Mishra. Thanks to OneAssist and Akshay sir for the quick support and smooth TV repair service. My TV is working perfectly now.



Watch the full video

**Rishabh Mishra**


Hi, I'm Kashish Advani. I've been using OneAssist for 3 years and have always received quick support for my appliances. Highly recommended!



Watch the full video

**Kashish Advani**

I purchased a Livpure water purifier with a OneAssist warranty. The team responded quickly and fixed the motor issue within 2 days. Thank you, OneAssist!



Watch the full video

**Siva Govindh**



# Our Driving Principles

Keeping in line with our aspirations, we have relooked at our vision and values to sharpen the focus and strengthen our culture. They will act as touchstone on what do we work towards and how do we work to achieve it.

## Vision



To be the consumers' first choice for Assistance & Protection solutions for the things that matter most by delivering best-in-class experience and complete peace of mind.

## Our Values



**BE CONSUMER  
FOCUSED**



**EMPOWER  
PARTNER ECOSYSTEM**



**OPERATE WITH  
A GROWTH MINDSET**



**ACT WITH  
RESPECT & INTEGRITY**



FEATURED IN MINT

# SMARTPHONE DEMAND DIP IS DRIVING ONEASSIST DIVERSIFICATION.

Expanding Beyond Smartphones.  
Identifying Protection Gaps.  
Building the **Future of Protection.**



OneAssist continues to strengthen its comprehensive protection ecosystem by expanding into emerging, high-growth categories beyond smartphones - addressing evolving consumer needs and unlocking new opportunities across protection and assistance services.

While smartphones continue to remain a key part of the business, the company is strategically diversifying into categories such as refurbished devices, used cars, home appliances, furniture, premium lifestyle products, and fashion - creating a broader, more connected protection-led ecosystem designed for modern consumers.

## Expanding Into the Used Car Segment

As India's pre-owned vehicle market experiences rapid growth, OneAssist has entered the used-car protection space with a focus on delivering dependable ownership solutions for

value-conscious consumers purchasing 3-5 year old vehicles.

Recognising the protection gap that exists in the segment, particularly around underwriting challenges and fraud assessment, OneAssist has partnered with insurance providers to develop specialised protection and assistance solutions for used vehicles.

Customers can now benefit from offerings such as Extended Warranty, roadside assistance, service support, and other value-added services - enabling a more seamless and reliable ownership experience for pre-owned vehicles.

## Strengthening Refurbished Smartphone Protection

Building on its expertise in device protection, OneAssist has also expanded its refurbished and used smartphone protection business with AI-led diagnostics and intelligent risk assessment capabilities.



### Entering Home & Lifestyle Protection

Further strengthening its ecosystem, OneAssist is currently piloting protection and assistance services across home and lifestyle segments through partnerships with leading e-commerce platforms. As consumer spending increasingly shifts toward premium and high-value purchases, the company is expanding its protection ecosystem beyond electronics into categories that are becoming a larger part of everyday lifestyle spending.

With consumer demand for refurbished premium smartphones continuing to rise, OneAssist is now helping customers access longer-duration protection plans of up to 6 and 12 months, significantly improving customer confidence, affordability, and category adoption.

The company is exploring categories including furniture, footwear, premium fashion, high-end eyewear, and home appliances - developing customised protection solutions that address growing consumer demand for long-term value, convenience, and peace of mind.

From accidental damage and maintenance support to extended protection services, these offerings are designed to enhance the ownership experience across lifestyle-led purchases.

This expansion reflects OneAssist’s vision of building a technology-led protection ecosystem beyond traditional device coverage. By leveraging its partner network and service capabilities, the company aims to make protection solutions more accessible across a wider range of consumer categories.

### Building the Future of Protection

With its ARR nearing ₹1,000 crore, OneAssist remains focused on scaling these new business verticals and expanding its connected assistance ecosystem before exploring future public market opportunities.

The company’s continued evolution reflects its long-term vision of delivering smarter, technology-led protection solutions that extend beyond devices - enabling greater convenience, reliability, and peace of mind across every stage of ownership and everyday living.

ONE ASSIST®

Upgrade to **Latest devices** at lowest prices

Exclusively with **Smart EPP**

- Up to 40% Tax + GST savings for employees
- Zero investment for corporates

Reach out to us [Smartepp@oneassist.in](mailto:Smartepp@oneassist.in)

\*T&C Apply

ONE ASSIST®

0% DOWNSIDE. 100% UPSIDE.

EXCLUSIVELY WITH **SMART EPP**

- Upto 40% Tax & GST savings for employees.
- Zero investment for corporates.

GET IN TOUCH NOW

\*T&C Apply



# Expanding Motor Protection Partnerships

## Motor plans go live with NBFC Partners | Strategic partnerships in the pipeline

OneAssist continues to strengthen its motor protection ecosystem through strategic partnerships and expanded offerings designed to deliver greater value and convenience to customers.

We are excited to launch our motor protection plans with NBFC Partners and with used car dealers, enabling customers to seamlessly access reliable vehicle protection solutions as part of their financing journey.

As India's used car market continues to grow, customers are increasingly seeking dependable and hassle-free ownership solutions.

Through OneAssist, they can now access Extended Warranty, Service Packs, Roadside Assistance, and several other value-added services for pre-owned vehicles.

Backed by a strong pan-India service network, our plans are highly customisable and compatible with vehicles across major automobile manufacturers. These partnerships reflect our continued focus on building smarter, more accessible protection solutions across every stage of vehicle ownership.

ONEASSIST Piramal Finance

Get peace of mind at your own terms

**LAUNCHING**  
**AUTOCARE GOLD**  
For Used Car

Extended Warranty 8 components | Roadside Assistance | Service Pack

\*T&C Apply



# Strengthening Partnerships. Broadening Possibilities.

## OneAssist Partnered with HomeTown for their 20<sup>th</sup> Anniversary Celebration!

We were excited to announce our strategic partnership with HomeTown as they celebrated their 20<sup>th</sup> Anniversary!

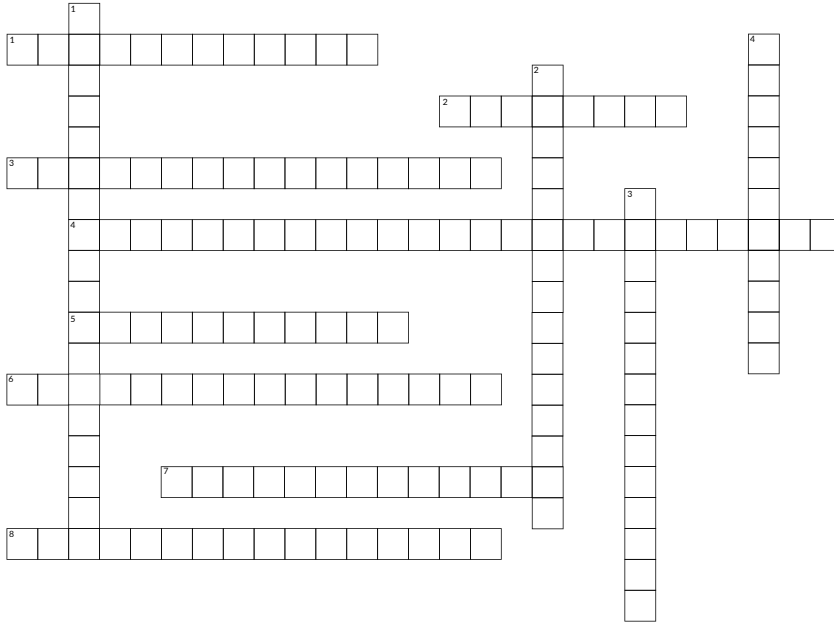
This collaboration brought together our strengths to deliver a seamless and exceptional customer experience, offering exclusive benefits to our users.

### OneAssist Protection Plans:

In partnership with HomeTown, we at OneAssist were thrilled to offer exclusive protection plans for the furniture and home appliances customers purchased. Whether it was a sofa, modular kitchen, or other essential items, our hassle-free protection ensured their investments were secure, with easy access to assistance whenever needed.



# SOLVE OUR CROSSWORD



**Across**

1. Covers financial fraud on UPI transactions.
2. A specialized program for smart electronic devices.
3. All-in-one coverage for laptops, tablets, or phones.
4. Covers repairs if you drop or break your device by mistake.
5. Handles repairs for air conditioner breakdowns and leaks.
6. Specifically covers cracked or shattered phone display.
7. Shields against unauthorized charges on lost credit or debit cards.
8. Covers stains, tears, and structural damage to home furniture.

**Down**

1. Protection for when a gadget accidentally gets wet.
2. Covers refrigerator cooling issues and compressor failures.
3. Lengthens the manufacturer's warranty after it expires.
4. Protects your house and its contents from theft or disasters

CONTEST

## WHEN LIFE GOES WRONG... AI IT.

Use any AI tool to create a dramatic, funny, emotional, or over-the-top image showing:

**“How OneAssist protects the things that matter most.”**

The most creative entries win an exciting prize and gets featured on our official social media pages.

PLEASE SHARE YOUR ENTRIES VIA EMAIL WITH THE SUBJECT LINE 'JUST AI IT' TO [CONNECT@ONEASSIST.IN](mailto:CONNECT@ONEASSIST.IN) AND WIN A PRIZE

