

Assurify Merchant

The AI-Powered Device Protection Platform Built for Scale

Assurify empowers distributors and retailers to offer cutting-edge device protection plans — powered by AI claims processing, a seamless merchant POS system, and a recurring commission model that grows with your network.

98%

Claims Accuracy

AI-powered processing with near-perfect precision

72hrs

Avg. Onboarding

Partners go live in under 3 business days

500+

Active Merchants

Retail and distribution partners on the platform

40%

Revenue Uplift

Average increase in attach revenue for partners

The Market Opportunity

The global device protection and extended warranty market is undergoing a once-in-a-decade transformation. As consumer electronics penetration surges across Tier 1 and Tier 2 cities, the demand for reliable, affordable device protection has never been higher. The Indian device protection market alone is projected to exceed **\$1.2 million by 2027**, growing at a compound annual rate of **18.5% CAGR** — and yet, the vast majority of retail transactions still happen without any protection attach.

The Problem

- Over 85% of device purchases go unprotected at point of sale
- Legacy claim processes take 14–21 days, destroying consumer trust
- Distributors lack tools to offer, manage, or track protection plans
- No centralized dashboard means lost revenue and zero visibility

Why Now?

- **Smartphone shipments** in India crossed 160 million units in 2023
- Rising consumer awareness around accidental damage and theft
- Regulatory clarity is opening the warranty market to non-insurance players
- AI and SaaS infrastructure now makes real-time claims processing economically viable at scale
- First-mover advantage for distributors who adopt now is enormous

i The window to capture this market is now. Distributors who integrate protection plans today will own the category advantage for the next 5 years.

Why Assurify Merchant?

Assurify is not just another protection plan reseller toolkit. It is a full-stack AI-powered SaaS platform purpose-built for the distribution ecosystem. Unlike legacy warranty providers who rely on manual processes, paper trails, and slow settlements, Assurify delivers real-time automation, transparent dashboards, and recurring revenue streams that compound over time. The result: your network earns more, retains customers longer, and spends less time on operational overhead.



AI-Powered Claims Engine

Our proprietary AI processes claims in under 4 hours on average — compared to the industry standard of 14+ days. Fraud detection, document verification, and approval workflows are fully automated, reducing operational costs by up to 60%.



Merchant POS Integration

Assurify plugs directly into your existing point-of-sale systems. Retailers can offer and activate protection plans in under 60 seconds at checkout — no separate app, no extra hardware, no friction for the customer or the cashier.



Real-Time Dashboard

Every distributor and retail partner gets a live dashboard showing plan activations, claims status, commission accruals, and renewal rates. Full visibility across your entire network — at any time, from any device.



Recurring Commission Model

Earn commissions on every plan sold, every renewal, and every upgrade. Assurify's model is designed to compound — as your retail network grows, so does your monthly recurring revenue without proportional increase in effort or cost.

Speed to Market

Go live with a branded protection offering in under 72 hours

Zero Risk Model

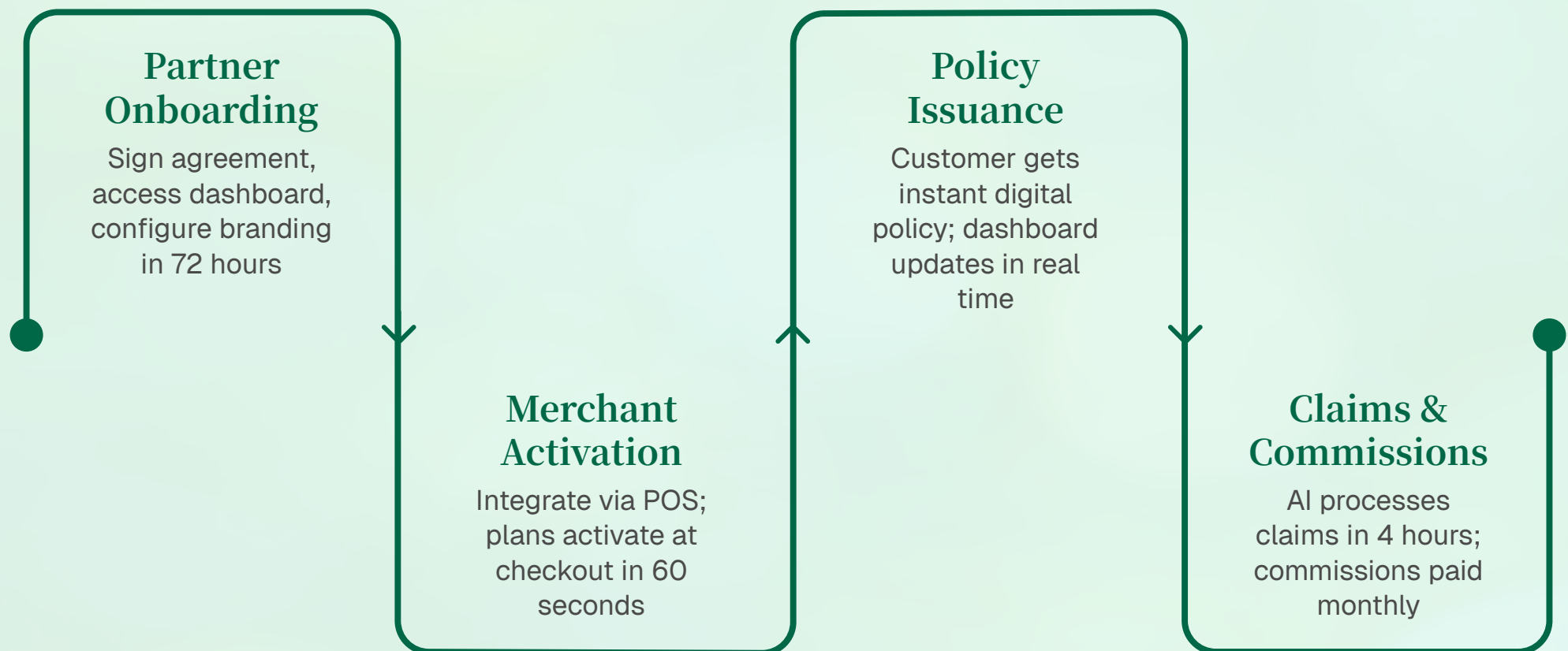
No upfront capital. Earn on every transaction from day one

Scalable Architecture

Built to handle 10 to 100,000 merchants on the same platform

How It Works

Assurify is designed for simplicity at every layer of the distribution chain. From partner onboarding to the moment a customer files a claim, the entire journey is automated, transparent, and optimized for speed. There are no complex integrations, no lengthy training programs, and no operational bottlenecks. Here is the end-to-end flow your network will experience from day one.



This four-step flow is designed to require minimal intervention from your team. Once merchants are onboarded, the platform handles policy issuance, claims processing, and commission tracking automatically — giving your network a scalable, hands-off revenue stream that grows month over month.

Onboarding Highlights

- Dedicated onboarding manager assigned within 24 hours
- White-label branding configured to your distributor identity
- Merchant training materials provided in regional languages
- API and POS integration support included at no extra cost

Ongoing Support

- 24/7 partner helpdesk via chat, email, and phone
- Monthly performance reviews with your account manager
- Real-time alerts for high-value claims or anomalies
- Quarterly product updates rolled out automatically

Product & Service Plans

Assurify offers three core protection plan categories that distributors can offer across their retail network. Each plan is designed to address a specific customer segment — from budget-conscious buyers to premium device owners — ensuring maximum attach rates across every price point in your portfolio.

Feature	BasicShield	ProGuard	EliteProtect
Device Coverage	Smartphones up to ₹15K	Smartphones up to ₹40K	All devices up to ₹1.5L
Accidental Damage	✓ Included	✓ Included	✓ Included
Liquid Damage	☒ Not Included	✓ Included	✓ Included
Theft Protection	☒ Not Included	☒ Not Included	✓ Included
Claims TAT	Under 24 hours	Under 12 hours	Under 4 hours (Priority)
Plan Duration	12 months	12 / 24 months	12 / 24 / 36 months
Distributor Commission	8% per plan	12% per plan	18% per plan + renewal bonus
Dashboard Access	Basic Reporting	Advanced Analytics	Full Network Intelligence

- ✓ All plans include free POS integration, merchant training materials, and real-time policy issuance. No setup fees. No hidden charges.

Partner Pricing Tiers

Assurify's distributor pricing model is built on a simple principle: zero friction to start, maximum upside as you scale. There are no upfront platform fees for qualifying distribution partners. You earn on every plan activated across your merchant network, with commission rates that increase as your volume grows. The three tiers below define the partnership structure and the capabilities available at each level.

● Starter Partner

- Up to 50 active merchants
- BasicShield & ProGuard plans
- Standard dashboard access
- Commission: up to 12%
- Email + chat support
- Monthly commission payouts

● Growth Partner

- 50–250 active merchants
- All three plan tiers
- Advanced analytics dashboard
- Commission: up to 16%
- Dedicated account manager
- Bi-weekly payouts available

★ Enterprise Partner

- 250+ active merchants
- Full plan suite + custom plans
- Full network intelligence suite
- Commission: up to 20% + bonuses
- Priority 24/7 support line
- Weekly payouts + co-marketing

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"Since partnering with Assurify, our retail network's attach rate went from 4% to 31% in just 6 months. The dashboard visibility alone changed how we manage our merchant relationships."

— **Regional Distribution Head, South India**

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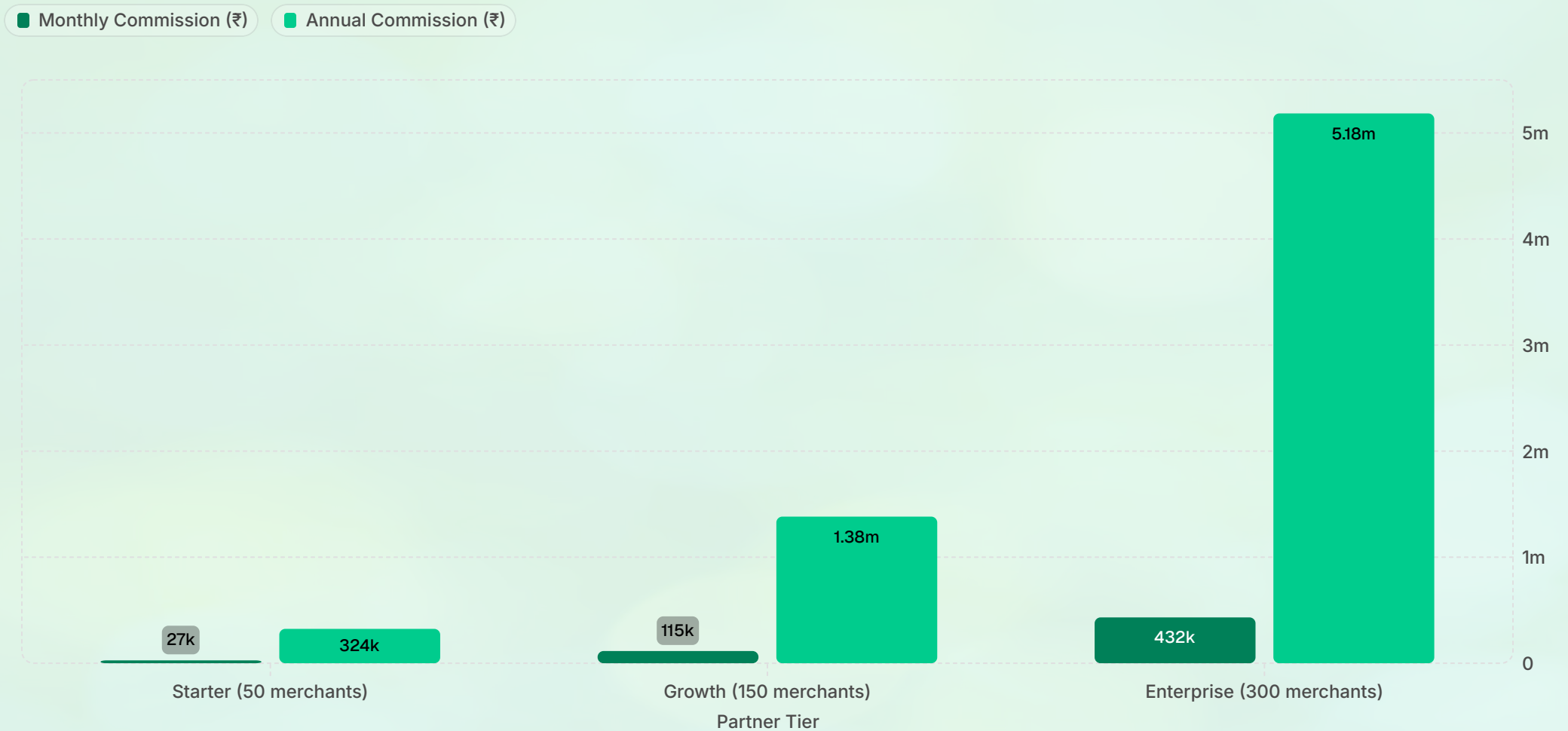
"The AI claims engine is a game-changer. Our merchants stopped losing customers to slow warranty processes. Claims that used to take 3 weeks now resolve in hours. Our NPS jumped 28 points."

— **Head of Retail Operations, Maharashtra**

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Revenue Opportunity Calculator

The revenue potential for Assurify distribution partners scales directly with merchant network size and plan mix. The projections below are based on conservative attach rate assumptions of 15–20% across an active merchant base, with an average plan value of ₹1,800. As your network matures and attach rates improve — which typically happens within the first two quarters — monthly recurring commissions compound significantly. Enterprise-tier partners with 300+ merchants and a healthy plan mix consistently see monthly commission income exceeding ₹4–6 lakhs.



Projections based on: 20% attach rate, average plan value ₹1,800, commissions at tier midpoint rates. Actual results may vary based on market, merchant training, and plan mix. Enterprise partners with co-marketing support consistently outperform these baselines.

The Assurify Ecosystem Advantage

What separates Assurify from every other protection plan provider in the market is the depth of the ecosystem we have built around our distribution partners. We are not simply a product you resell — we are a full-stack growth platform that actively invests in your success. Every tool, every integration, and every service in the Assurify ecosystem is designed to make your network more productive, more profitable, and more competitive in your local market.

White-Label Branding

Deploy Assurify's technology under your own brand identity. Your merchants see your name, your logo, and your colors — while the AI engine runs invisibly in the background. Build brand equity in your market while leveraging world-class infrastructure.

Co-Marketing Program

Enterprise and Growth partners receive quarterly co-marketing budgets, co-branded campaign assets, and dedicated digital marketing support. We invest in growing your merchant network alongside you — because your growth is our growth.

API-First Architecture

Assurify's open API enables seamless integration with any ERP, CRM, or distribution management system you currently operate. No rip-and-replace required — our platform connects to your existing tech stack in days, not months.

Data Intelligence

Access aggregated insights across your entire merchant network — top-performing locations, plan attach trends, claims frequency by device category, and renewal forecasts. Make smarter business decisions with data you've never had before.

Getting Started Is Simple

Becoming an Assurify distribution partner requires no upfront investment, no complex procurement process, and no lengthy legal negotiations. We have designed the partner onboarding journey to be as frictionless as the product itself. Most partners complete the full onboarding process and have their first merchants activated within 5 business days of signing the partnership agreement. Here is exactly what the journey looks like from first contact to first commission.

1

Initial Consultation

30-minute discovery call with an Assurify partner executive. We assess your network size, market geography, and growth targets to recommend the right partnership tier and plan mix for your business.

2

Agreement & Setup

Sign the distributor partnership agreement (standard NDA + revenue share terms). Your dedicated onboarding manager configures your white-label dashboard, branding, and POS integrations within 48 hours.

3

Merchant Activation

Your account manager conducts virtual or in-person training for your merchant-facing team. Retailers are onboarded with a simple app-based activation — no technical expertise required. First plans can be sold within 24 hours of training.

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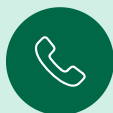
Launch & Grow

Go live with your first cohort of merchants. Track activations, plan sales, and commission accruals in real time on your dashboard. Your account manager checks in weekly during the first 30 days to optimize performance and address any friction points.

- ✔ Most Assurify partners activate their first 10 merchants and earn their first commission within 7 days of signing. The platform does the heavy lifting — you focus on growing your network.

Partner With Assurify Today

The device protection market is growing fast. The distributors who move first will define category leadership in their regions for the next decade. Assurify gives you the technology, the support, and the revenue model to own that position — starting now.



Book a Demo

See the platform live in a 30-minute personalized walkthrough



Become a Partner

Start your onboarding and go live within 72 hours of signing



Get the Full Kit

Download our partner resource pack including rate cards and FAQs

Contact Our Partner Team

 hello@assurify.in

 +91 72003 55153

 www.assurify.in/

 Chennai

Why Act Now?

- Exclusive territory rights available for early partners
- Founding partner pricing locked in for 24 months
- Co-marketing budget of up to ₹2L for first 20 Enterprise partners
- Direct access to product roadmap input sessions

"The future of device retail is protected devices. Assurify makes that future available to every distributor in India — today."

— Assurify Founding Team