

A S S U R I F Y

AI-Powered Device Protection & Lifecycle Platform

Partner With India's Smartest Device Protection Platform

Turn Every Device Sale Into a Recurring Revenue Opportunity





About

*Incubated at
IIT Mandi Catalyst*

Who We Are

- Assurify is an AI-powered device protection and aftersales platform that unifies the entire device lifecycle — from purchase and protection activation to repair, claims and renewal.
- We connect consumers, merchants and brands through a single intelligent ecosystem — enabling retail chains to offer seamless protection plans at the point of sale, increase revenue per transaction, and build lasting customer loyalty.
- Backed by IIT Mandi Catalyst and compliant with IRDAI, DPDP Act and IT Act 2000, Assurify is built for scale across India's rapidly growing electronics and appliance market.



The market opportunity



India's Device Protection Market is Exploding



Device Sales Boom

India sells 150M+ smartphones and 70M+ home appliances annually — each a protection plan opportunity at checkout.



Low Attach Rate Today

Only 8–12% of devices sold have any protection plan. Retailers who offer plans at POS see 3–5× higher attach rates.



Revenue Per Transaction

Each protection plan sold at the counter earns the retailer a commission — turning a one-time sale into a recurring relationship.



Loyalty & Retention

Customers with protection plans return to the same store for repairs, renewals and next purchases — boosting LTV significantly.



₹15,000 Cr+

India Consumer Electronics Market
Growing 12% YoY with rising ASPs

3X Growth



Aftermarket Protection Plans
Consumer Care more – advanced tech / expensive gadgets

Tech enabled and AI powered



ASSURIFY PLATFORM



The Assurify Ecosystem

A unified suite of platforms powering protection, service, and experiences across the lifecycle.



Assurify Admin

The master operating platform for plan management

- ✓ Plan configuration & governance | Product management | Reporting & analytics
- ✓ User & role management | Partner & distribution oversight



Assurify Insurer

Digital plan management for insurance partners

- ✓ Policy lifecycle management | Pricing & underwriting | Claims oversight
- ✓ Reinsurance & settlements | Compliance & audit



Assurify Care

B2C device management & protection hub for consumers

- ✓ Device registration & plan activation | Claims & service tracking | Self-serve support
- ✓ Plan benefits & coverage | Notifications & updates



Assurify Ecom

B2B2C checkout protection APIs for online brands & OEMs

- ✓ Seamless protection at checkout | Plan recommendation engine | Order & plan APIs
- ✓ Eligibility & validation | Partner settlement APIs



Assurify Merchant

B2B retail platform for distributing protection at point of sale

- ✓ In-store plan issuance | Retailer dashboard | Sales & performance tracking
- ✓ Partner enablement | Training & support



Claims Engine

AI-driven service fulfillment routing all platforms to certified repair partners

- ✓ Intelligent routing to best-fit partners | SLA & quality monitoring | Real-time tracking
- ✓ Automated approvals | Data insights & continuous improvement



Unified Ecosystem

Seamless integration across all platforms



End-to-End Coverage

From plan creation to claims fulfillment



Partner Growth

Enable scalability for insurers, brands & retailers



Consumer Trust

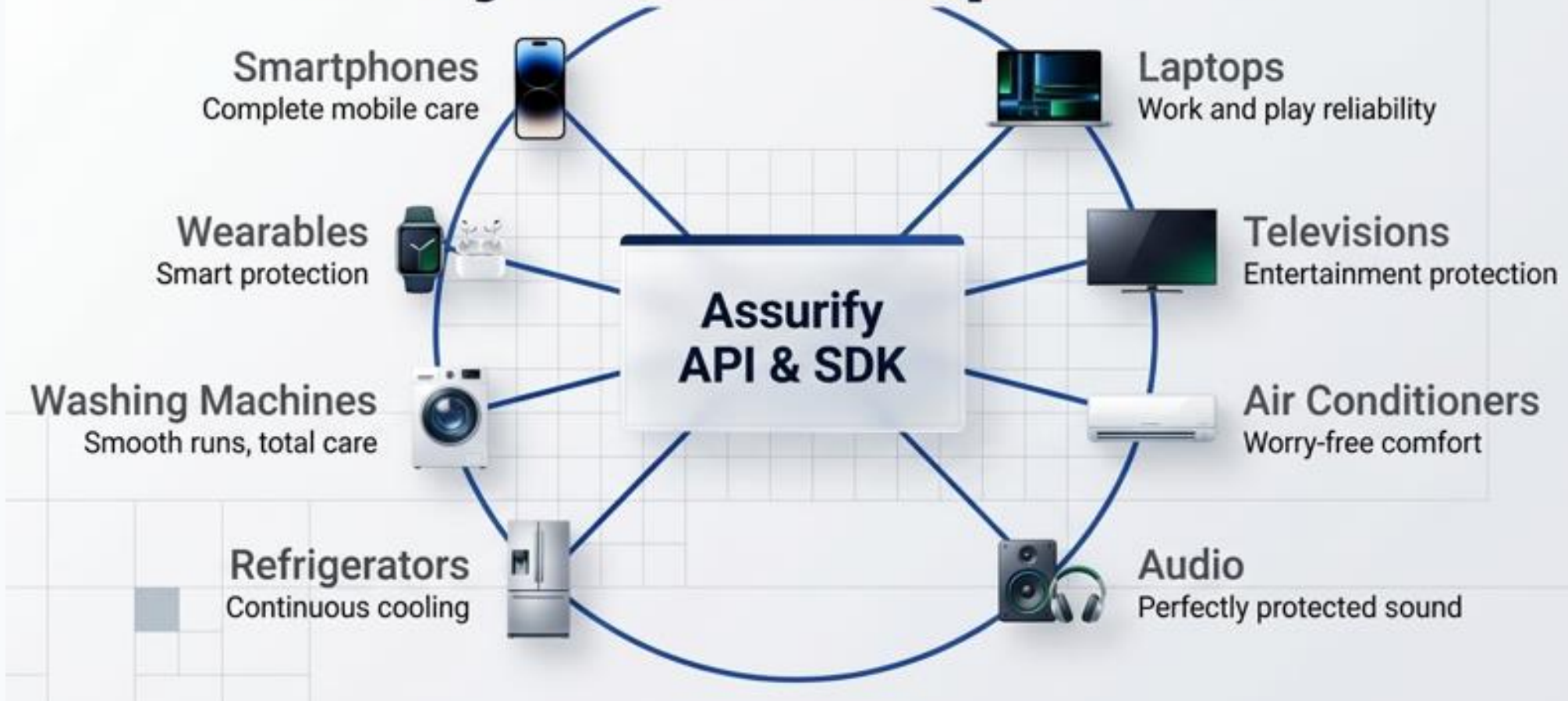
Better experiences. Stronger protection.

Complete Protection for Every Device

Tailored coverage mapped to Device selling price



One Integration Protects Every Device People Love



Assurify Protection Stack

Embedded POS SDK & Full-Stack Protection Platform for Modern Trade



Consumers , Brands and Retailers driving Embedded Device Protection market in India

65%

Consumers prefer electronics with protection plans.

47%

Consumers are more likely to choose a brand offering protection plans

17.5%

CAGR estimated extended warranty market through 2031

	Extended Warranty (EW)	ADLD Protection
Merchant Margin	Up to 30%	Up to 35%
Ideal For	Devices within manufacturer warranty	Brand-new devices
Purchase Eligibility	Within 6 months of purchase	Same date / Within 24-72 hours
Coverage Trigger	After manufacturer warranty ends	Immediate from purchase date
Mechanical / Electrical Breakdown	Included	Included
Accidental & Liquid Damage	Optional Add-on	Fully Included
Screen Damage	Optional Add-on	Fully Included

< 30 Sec

Counter Issuance SLA

Sales App

Staff Incentive Engine

Multi-Store

Centralized Analytics

Native SDK

POS Terminal Embedding

🎯 Ideal For: Large Modern Trade Chains, Department Stores & POS Hardware Terminal Networks

99.9% Uptime

Enterprise SLA

Assurify Enterprise Stack

The 30 Second Checkout Architecture



The Merchant Experience

1. Pitch

Staff show
Essential/Advanced/
Complete plans
on-screen.

2. Select

One-tap customer
registration.

3. Auto-Fill

AI Invoice Scan
captures device
details instantly.

4. Profit Locked

Margin secured
before the receipt
prints.

The Backend Speed

API Call Initiated

AI Invoice Data Parsing

Eligibility Verified

**Zero-delay
activation**

0ms

150ms

300ms

450ms

Zero-Touch automated claims ecosystem



Merchant Zone



The Sale

Your team focuses on selling, not servicing. The merchant footprint ends here.

Assurify Care Zone

Intake

24/7 self-service customer app or care number (requires only IMEI/Serial and issue details).

Verification

AI eligibility check issues service authorisation within 24-48 hours. No paperwork for the merchant.

Resolution

Technician dispatch / Repair tracking with SMS updates to the customer.



Beyond Economical Repair (BER) Protection: If repair exceeds 70% of invoice value, we offer a replacement unit or cash settlement.

Dual Service Network – Faster Claim Fulfilment



Brand Authorised Service Centres (ASCs)

Direct OEM repair routing for major metropolitan hubs.

Bigfix Certified Partners

Exclusive partnership with Bigfix Gadgets Care LLP for rapid Tier 2/3 town coverage where ASCs are limited.

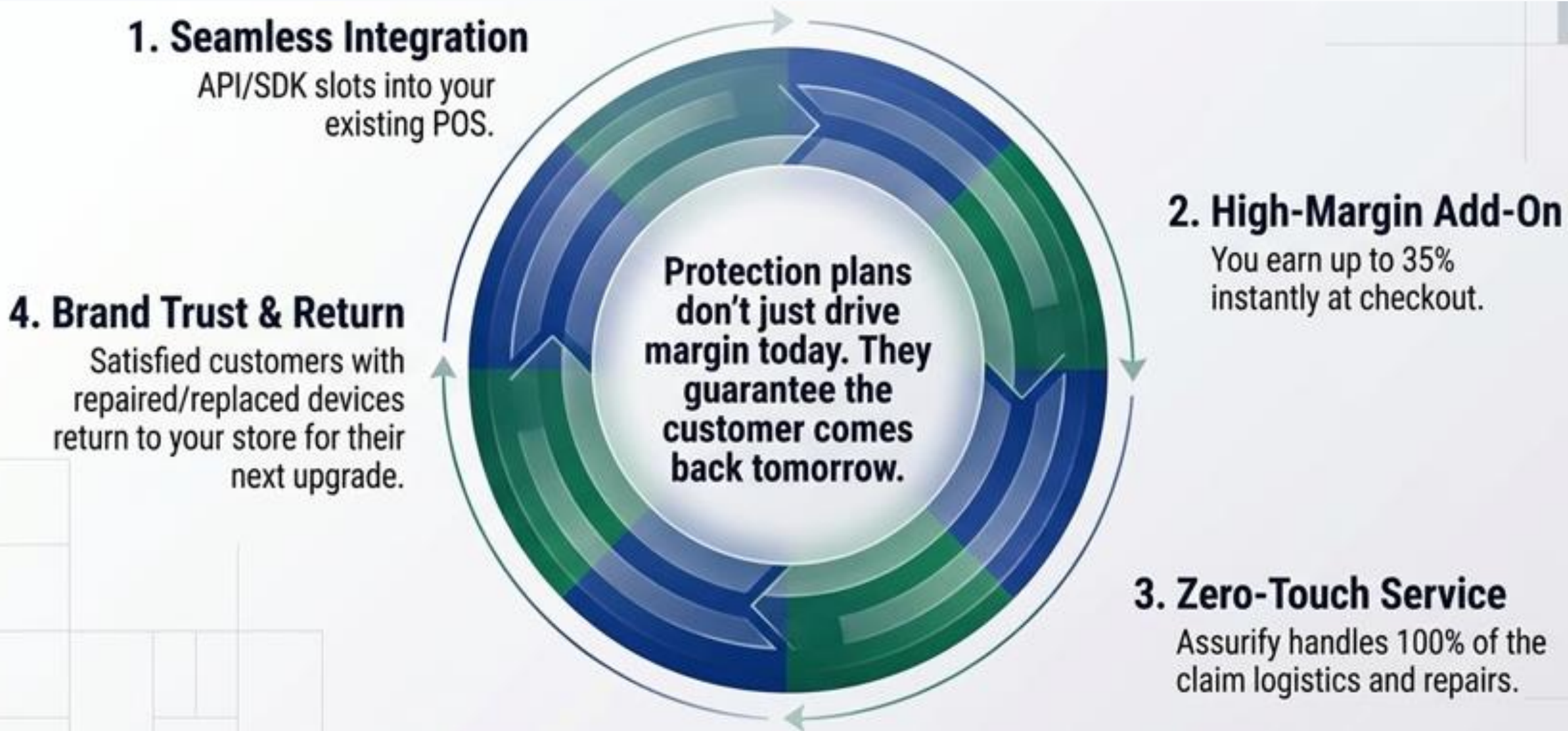


Doorstep Pickup

Doorstep pickup and drop available across serviceable pin codes, ensuring your brand is associated with premium convenience.



Assurify Profit-Loyalty Flywheel



Native POS Terminal SDK Integration



ENTERPRISE POS EMBEDDING

Billing Cart Items

- Smart TV 55" - ₹45,000
- Soundbar - ₹12,000

⚡ Embedded Assurify SDK

☒ Add 2-Yr EW (₹1,499)

☐ Add 1-Yr ADLD (₹1,999)

Earn 35% Margin

SDK ADVANTAGE

Enterprise SDK Capabilities

- Native POS Terminal Widget: One-click protection addition right on billing screen
- 99.9% Infrastructure Uptime: High-throughput capacity during high-volume sales
- Offline-Resilient Queuing: Issues policies even if store internet flickers
- Multi-Tenant Store Hierarchy: Chain-wide policy and commission rules
- Custom Enterprise Pricing & Revenue Share Models

Assurify Merchant 3-Tier Comparison Matrix



3-TIER MATRIX

LAUNCH TIER

Launch (App)

- Cost: Free (INR 0)
- Standalone App / Web
- Manual AI Scan
- Basic Merchant Dashboard
- Standard Online Support
- Best for: Single Stores

SCALE TIER

Scale (App+API)

- Cost: ₹1,999 / mo
- Billing POS API Trigger
- Automated Checkout
- Sales Executive App
- Dedicated Support
- Best for: Multi-Store GT

ENTERPRISE TIER

Enterprise (All)

- Cost: Custom Pricing
- Native POS SDK Embedded
- One-Click Billing Screen
- Custom Staff Training
- Dedicated Account Mgr
- Best for: Modern Trade





PARTNER VALUE PROPOSITION

Why Your Business Needs Assurify



New Revenue Stream

Earn lucrative per-plan commissions. Every device sale becomes an upsell opportunity — transparent payout tracking.



Zero Operational Hassle

Assurify handles all claims, repairs and customer service. You sell, we service — no operational burden on you.



AI-Powered Platform

Instant POS activation in seconds. Live dashboard for all sales, commissions, and customer plan status.



Customer Retention

Protection plans keep customers coming back for renewals, upsells and referrals — boosting your lifetime value.



Pan-India Service Cover

200+ cities with an established Servicer Network and fulfilled by group company. Your after-sales support reputation is fully protected.



Co-marketing Support

Co-branded materials, in-store display and digital assets, SE incentives to help you sell more protection plans.

Let's Partner.



Start earning with every device sale — zero inventory risk, instant activation, and a 98% claim success guarantee your customers will love.

Request a Demo

Become a Partner

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ASSURIFY

**One Platform.
Every Device.
Every Stage.**

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