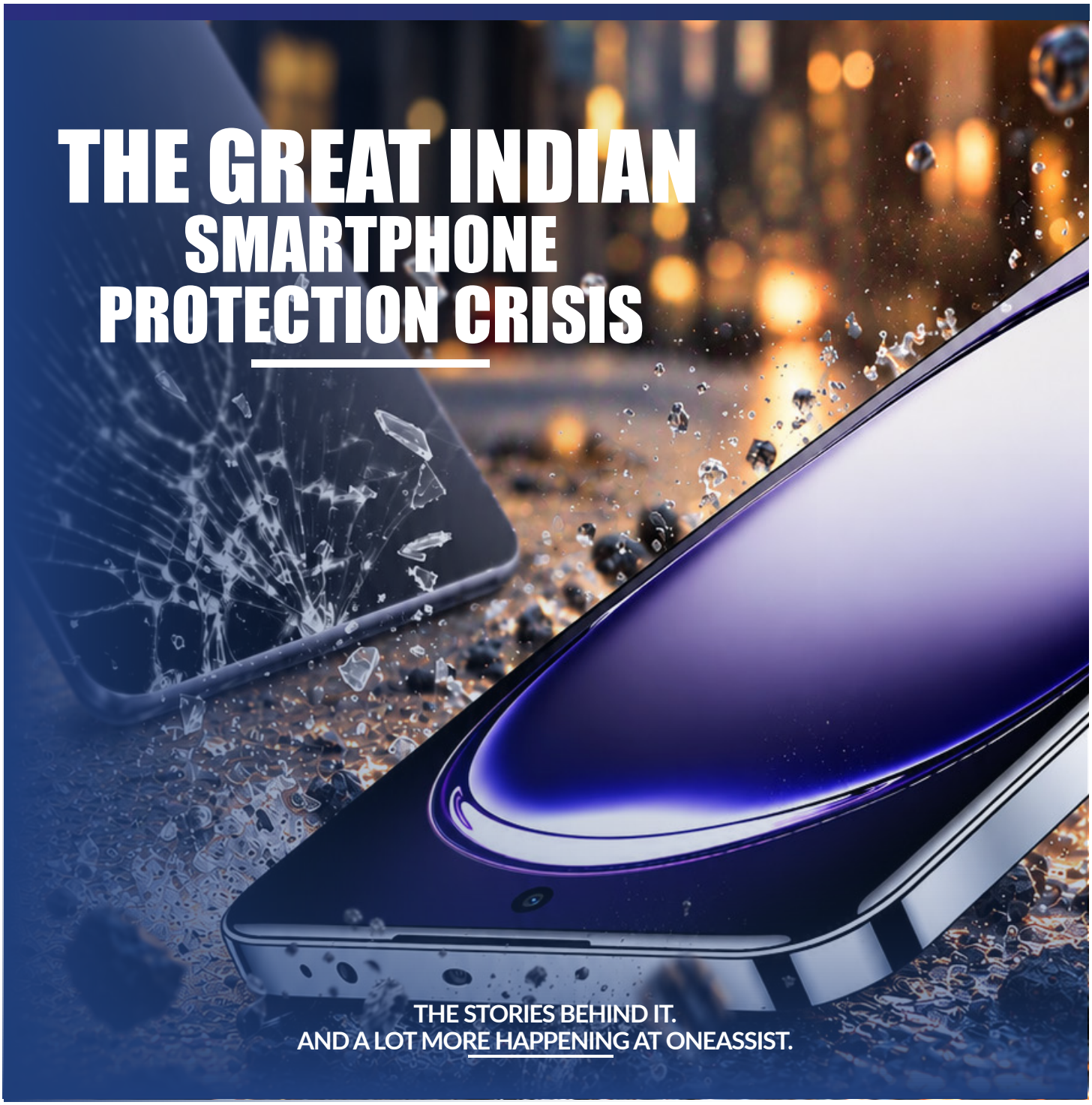
businessenquiry@oneassist.in | Website: www.oneassist.in

OneAssist Times

Great Place To Work. Certified FEB 2026-FEB 2027 INDIA

Est. 2011 | Oct 2026 | Edition 10 | Mumbai | Page 1





FROM THE CEO'S DESK

P2



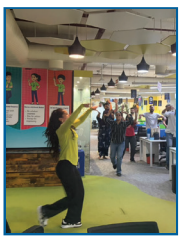
THE GREAT INDIAN SMARTPHONE PROTECTION CRISIS

P3



ACHIEVEMENTS & ACCOLADES

P6



LIFE AT ONEASSIST

P10

FROM INSIGHTS TO IMPACT: REIMAGINING SMARTPHONE PROTECTION IN INDIA

Our CEO shares the key findings from The Great Indian Smartphone Protection Crisis and the long-term vision shaping the category.



ABHISHEK MAHESHWARI
CEO

We wanted to understand consumer behaviour in this category. The research reveals an interesting consumer contradiction. Smartphones have become essential to everyday life, and accidental damage is increasingly common. Yet, many consumers continue to use their devices without protection, despite concerns around repair costs, damage and unexpected breakdowns.

As smartphones become more valuable and are used for longer, consumers are seeking greater confidence and peace of mind. This creates an opportunity to make device protection more accessible, simple and transparent, addressing key barriers around affordability, convenience and trust.

ONEASSIST'S FIRST CONSUMER RESEARCH REPORT UNVEILED

We released **The Great Indian Smartphone Protection Crisis**, our first-ever consumer research report, bringing forward data-driven insights into smartphone ownership, consumer concerns, and the evolving need for protection. The launch marks a key milestone in our journey to understand better and address the future of device protection in India.



INDIA'S SMARTPHONE PROTECTION GAP: A GROWING CONSUMER CONCERN



THE TIMES OF INDIA

Technology | Mobiles & Tabs | Tech Tips | Tech News | Hack Of Day | AI News | Gam

29% of Indians used rice to fix water-damaged phones, report claims; here's how many have active protection plans

TOI Tech Desk / TIMESOFINDIA.COM / Aug 23, 2026, 20:10 IST

Smartphone damage is common in India, but protection remains rare

The study highlights how smartphones have become an essential part of everyday life, powering communication, digital payments, work, entertainment, shopping, and access to essential services.

As dependence on smartphones continues to grow, accidental or liquid damage can lead to unexpected repair expenses and disruption to daily routines.

Despite this growing reliance, many consumers still turn to temporary fixes and DIY remedies instead of professional protection solutions. In fact, **29% of Indians have used rice as a remedy for water-damaged phones**, highlighting the need for greater awareness around reliable smartphone repair and protection.

The report also reveals a significant gap between smartphone usage and protection adoption, with active protection plan adoption at just **6–8%.** Affordability, limited awareness of benefits, uncertainty around coverage, and concerns about the claims process continue to influence adoption. As smartphones become more valuable and consumers retain their devices for longer, structured protection plans can help manage unexpected repair costs while providing greater confidence throughout the ownership journey.

The opportunity is equally significant in the **pre-owned smartphone market**. The study finds that **70% of consumers believe protection plans are more important for pre-owned devices**, while around **30% say the availability of a warranty or protection plan could influence their decision to purchase a pre-owned smartphone**. This indicates that protection can play an important role in building consumer confidence and trust in pre-owned devices.

Together, these findings highlight the need for protection solutions that are **simple, accessible, transparent, and easy to understand**. Greater awareness and access to structured protection can help consumers safeguard their devices, reduce the impact of unexpected repair expenses, and enjoy greater peace of mind throughout their smartphone ownership journey.

INDIA'S SMARTPHONE HABITS REVEAL A GROWING NEED FOR PROTECTION

The report reveals that **82% of Indians have dropped their smartphones at least once**, while **72% have experienced Accidental Damage**, highlighting how device mishaps have become a common part of smartphone ownership. From cracked screens to unexpected breakdowns, these incidents reflect the challenges consumers face while relying on their devices for communication, work, payments, and everyday entertainment.

Despite smartphones becoming increasingly valuable and essential, many consumers continue to navigate ownership without any form of protection. The findings point towards a significant opportunity to bridge the gap between smartphone dependence and protection adoption by creating solutions that are simpler, more accessible, and built around consumer needs. As ownership journeys become longer, users are increasingly looking for confidence, convenience, and peace of mind when it comes to protecting their devices.



CATCH UP ON THE ONEASSIST HANSA RESEARCH REPORT HERE.

INDIA TOOK NOTICE

OneAssist's smartphone protection research made headlines across leading business and technology publications.

The findings also uncovered the everyday behaviour that follows when things go wrong - from panic and cancelled plans to arguments, temporary fixes and even using rice to try and save a water-damaged phone.

The story caught the attention of leading business, technology and consumer publications across the country. From BusinessLine and Business Standard to The Times of India, NDTV Profit and Gadgets 360, the research found its way into conversations around the changing smartphone ownership journey and the need for greater protection.

One report. Multiple headlines. One clear picture of India's smartphone protection gap.



FAST ENTERPRISE AWARD

Asia Pacific Enterprise Awards (APEA) 2026
Regional Edition | Kuala Lumpur, Malaysia





OneAssist receives its **first** international recognition at the **Asia** Pacific Enterprise Awards 2026 in Kuala Lumpur.

A 15-year journey built in India has now received recognition on the global stage. This award marks an important milestone for OneAssist, reflecting our continued focus on growth, innovation, and creating meaningful value across the protection and assistance ecosystem. From strengthening technology-led solutions to expanding into newer categories, this recognition celebrates our journey so far and our ambition for what lies ahead.

ONEASSIST RECOGNISED FOR CUSTOMER EXPERIENCE EXCELLENCE IN INSURTECH

OneAssist has been recognised as **The Best Customer Experience in Insurtech** at the **Synnex® Group 5th Annual India CX Summit & Awards 2026**. The award celebrates our continued efforts towards creating seamless customer experiences through innovation, technology, and a customer-first approach. This achievement reflects the trust of our customers and the dedication of our teams in building a more connected and reliable protection ecosystem.



ONEASSIST RECOGNISED AMONG BRANDS THAT INDIA TRUSTS



OneAssist has been recognised among **Brands That India Trusts,** a testament to the confidence and trust our customers place in us. This honour celebrates the dedication of our teams and our continued commitment to delivering reliable protection, seamless support, and meaningful experiences for customers across India.

SMART EPP RECOGNISED FOR INNOVATION IN EMPLOYEE BENEFITS

OneAssist's **Smart EPP** has been recognised as **the Most Innovative Employee Benefits Platform** at the **13th Edition HR Tech Summit & Awards 2026 by UBS Forums**. The recognition celebrates Smart EPP's innovative approach to making employee benefits smarter and more accessible through convenient EMIs and applicable tax and GST benefits, at zero cost to organisations.



ONEASSIST WINS AT AMAZON BITA 2026

OneAssist has been recognised in the **Best Specialized Services (Warranty)** category at the **Amazon Best In Tech Awards 2026**, celebrating our continued commitment to delivering reliable, seamless and customer-first device protection solutions.



KHUSHIYAAN GHAR LAO. PROTECTION SAATH LAO.



Festive offers make it the perfect time to upgrade your devices and appliances and bring home the things you've always wanted. From the latest smartphones and laptops to TVs, refrigerators, washing machines and other everyday essentials, the festive season brings exciting opportunities to make life at home more comfortable, convenient and enjoyable. With attractive deals and offers making these purchases even more rewarding, it's a time when many of us welcome something new into our lives.

Every new device or appliance quickly becomes a part of our everyday routine. A smartphone keeps us connected to the people and moments that matter. A television brings the family together for entertainment. A refrigerator keeps festive preparations fresh, while a washing machine makes everyday chores easier. These purchases go beyond being products they become an important part of the way we live, work, connect and celebrate.

And while a great festive deal makes the purchase special, protecting it can help ensure that the happiness lasts well beyond the festive season. Accidental damage, liquid damage or an unexpected repair can disrupt the experience of owning something new and may also bring unforeseen expenses. That's why adding the right protection at the time of purchase can be just as important as choosing the right device or appliance.

With **OneAssist Protection Plans**, you can give your valuable devices and appliances the protection they deserve. Designed to safeguard your purchases against unexpected incidents and repair costs, OneAssist provides dependable support when you need it. So instead of worrying about what could go wrong, you can simply enjoy everything your new purchase brings to your life.

So, whether you're upgrading your smartphone, bringing home a new television or adding a new appliance to your home, make protection a part of your festive purchase. This festive season, bring home new reasons to celebrate and keep them protected for longer. Because with OneAssist, your Khushiyaan stay Protected.

MORE BENEFITS. ONE canVAS.

A comprehensive benefits ecosystem, brought together through one digital-first platform.

canVAS brings together a wide range of benefits designed around the everyday needs of customers from health and wellness, entertainment and lifestyle to home services, travel, mobility, digital protection and business support.

Going beyond conventional vouchers and discounts, the platform also provides access to real-world assistance such as medical consultations, diagnostics, roadside assistance, home repairs, airport services, cyber protection and more.

With 450+ brands across categories such as e-commerce, food, travel, fashion, electronics, pharmacy and more, canVAS gives organisations the flexibility to build benefit programmes relevant to their customers.

OneAssist also brings together leading benefit aggregators and its own partner network, allowing organisations to access a broader benefits ecosystem through a single contract and single integration instead of managing multiple providers.

ONE PLATFORM. END-TO-END BENEFITS.



Comprehensive Benefits Ecosystem

Benefits across health, home, lifestyle, travel, entertainment, motor, cyber, MSME and more all brought together on one platform.



Services & Vouchers

From digital rewards and subscriptions to medical, home, roadside, travel and cyber assistance benefits designed for real everyday needs.



One Integration. More Possibilities.

Check customer benefit usage and view performance, all in one dashboard.
Watch your customer satisfaction score improve with every redemption.

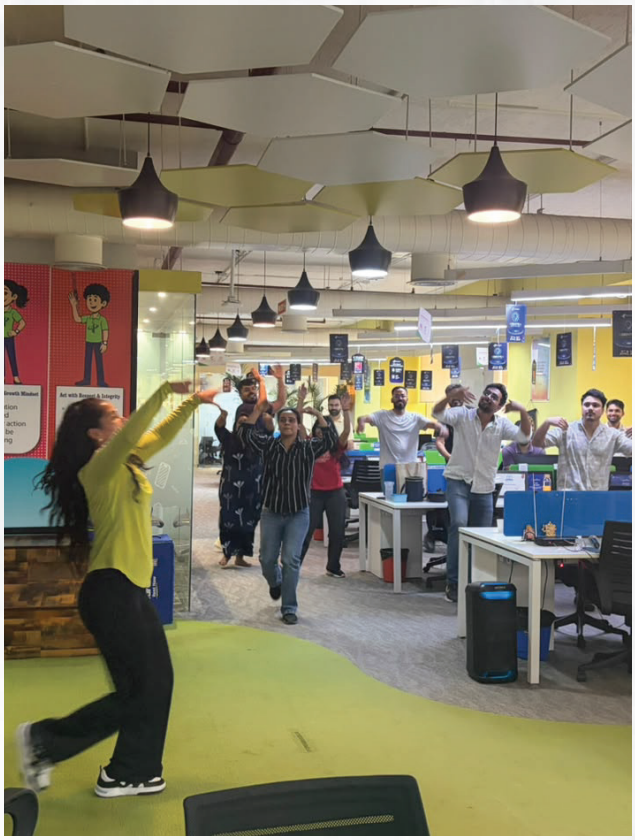
LIFE AT ONEASSIST: CELEBRATING WELLNESS, TOGETHERNESS & TEAM SPIRIT

At OneAssist, we believe that a thriving workplace is built on the well-being, energy, and happiness of our people. Through our **Mind. Body. Wellness.** initiative, we continue to bring teams together through experiences that encourage connection, creativity, and a strong sense of belonging.

On the occasion of **Ganesh Chaturthi**, we organised a joyful **Ganesh Idol Making Workshop** at our Mumbai office. From shaping clay to sharing smiles, the session brought together creativity, collaboration, and festive spirit, creating a memorable experience for everyone.

Adding to our wellness initiatives, our teams also participated in energetic **Zumba sessions** filled with movement and positivity, while **health check-ups** encouraged employees to prioritise proactive wellness. Our **Annual R&R** celebrated the dedication, achievements, and contributions of our employees across teams. The event provided a platform to recognise outstanding efforts, appreciate individual and collective successes, and reinforce the values of collaboration, excellence, and ownership that define the OneAssist culture.

Together, these initiatives reflect our commitment to building a workplace where people feel valued, connected, and inspired to grow.









> Excellent service! Quick resolution, smooth process, and a highly responsive support team. Truly satisfied with the experience.
>
> **Pratik Nawale**

> Excellent experience! My claim was processed quickly and smoothly, and the support team guided me throughout. Professional, helpful, and hassle free service. Highly recommended!
>
> **SRK Khan**

> Thank you, OneAssist! Had two warranty claims, and both were quick and hassle-free. Easy app process, timely updates, and great support throughout. Definitely recommend OneAssist!
>
> **Hemnath M**

> Appreciate the support provided by the team during my repair service experience. The team's ownership, communication, and commitment made a significant difference. Thank you for the excellent support.
>
> **RAM PARKASH**

EVOLVING PROTECTION PLANS

BIG MOMENTS. BIGGER POSSIBILITIES.

Protection Beyond Devices.

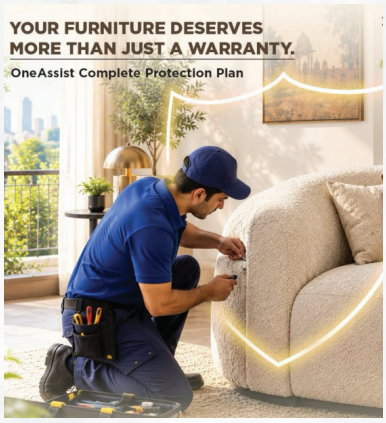
As customer needs evolve, OneAssist continues to expand its protection offerings across new categories helping customers safeguard the things that matter most.



SMART EPP

Smarter ownership. Greater savings.

With Smart EPP, employees can access flagship devices through convenient EMIs with applicable tax and GST benefits, making premium technology more affordable and accessible.



FURNITURE

Protecting the comfort of your home.

Our Furniture Protection Plan helps customers safeguard their valuable furniture investments, ensuring their favourite pieces stay protected for longer.

New plans. New possibilities. OneAssist continues to make protection simpler, smarter, and more accessible across everyday needs.

FUN CORNER

WHAT'S YOUR PHONE PERSONALITY?

Pick one option per question, add up your score, and find your persona below!

01 You accidentally drop your phone. What's your instant reaction?

- A Gasp in terror and inspect every millimeter!
- B Pick it up casually—that's what cases are for.
- C Check if the screen still turns on.
- D Hope for the best and leave it face-down for a minute.

02 Your battery hits 5%. What's your move?

- A Sprint to find a charger immediately.
- B Flip on Low Power Mode and carry on.
- C Keep scrolling until it officially dies.
- D Ask anyone nearby to borrow a charger.

03 You notice a fresh scratch on your screen. You think:

- A "My day is ruined. I can't unsee this."
- B "It adds character! Doesn't bother me."
- C "Let me quickly Google repair costs."
- D "If I don't look directly at it, it's not there."

04 A friend asks to borrow your unlocked phone. How do you feel?

- A Anxious. You watch their every swipe like a hawk.
- B Total peace. You have nothing to hide!
- C Cautious. You politely ask what they need it for first.
- D Hand it over without a second thought.

05 How many unread notifications/badges are on your screen right now?

- A Exactly 0. Clean screen, clean mind.
- B A manageable handful (under 20).
- C Dozens, mostly group chats I'm ignoring.
- D Thousands. The red numbers don't affect me anymore.

06 Where is your phone when you go to sleep at night?

- A Placed neatly on the nightstand, fully plugged in.
- B On a table across the room so I don't scroll late.
- C Right next to my pillow or under it.
- D Lost somewhere in the bed sheets.

6 – 10 THE PROTECTOR

Careful & Prepared: Heavy-duty case, screen guard, and 100% battery—your device is guarded like a state secret.



11 – 15 THE DETACHED ONE

Chill & Unbothered: You use your phone when needed, but you never let low battery or notification badges ruin your mood.

16 – 20 THE NETWORKER

Always Connected: Your phone is your lifeline. You're constantly juggling emails, group chats, and social feeds on the go.

21 – 24 THE HAPPY-GO-LUCKY

Living on the Edge: Cracked screen, 1% battery, 3,000 unread emails—you roll with the chaos and never stress!

Scoring Key: A = 1 Pt | B = 2 Pts | C = 3 Pts | D = 4 Pts

Whatever your score, one thing is certain: when your phone is part of everyday life, protecting it matters.

CONTEST

OneAssist Influencer Contest: Rules & Rewards

How to Participate

- Create and upload a reel showcasing **OneAssist Protection Plans** on your profile.
- FOLLOW Follow **OneAssist on Instagram.**
- Tag **@OneAssist** in your reel.
- **DM** the reel on our **Instagram.**
- Make sure your **profile is public.**

Rewards Based on Views

3K+ Views	5K+ Views	10K+ Views
₹500 Amazon Voucher	₹1,000 Amazon Voucher	₹2,000 Amazon Voucher

Reels must follow participation guidelines to be eligible for rewards. Views will only be counted until 31st October