Mumbai-headquartered startup Onsitego was founded in 2010 by Kunal Agarwal. It provides after-sales service, warranty, installation, or buyback services for electronic devices. According to Kunal, the company has always been a bootstrap business and has never been dependent on any external funding.

Onsitego began by providing after-sales service to mobile phone users. The company now partners with retailers and service centres to provide repairs and maintenance for personal devices, gadgets, and small and large home appliances. It has also tied up with authorized service centres of various brands, including Samsung, Panasonic, and Whirlpool.

Kunal claims that Onsitego has always been a technology-driven startup. The company has built automated systems to decide which device or case requires warranty and which one needs a repair. The startup has its own set of challenges, but the team quickly realized that it was not a capital-efficient model. In its earlier strategy of attracting customers indirectly, it was not able to compete with the major players. The team decided to go in a direct route and reorient the organization to rally the entire team around the new strategy.

According to Kunal, Onsitego has recorded a 35+ shares growth in the last four years. The startup has its own set of challenges and is going after customers and returns were not in sync. However, the startup has been able to bring in a significant number of customers and has expanded its customer base.

In February, Onsitego raised $19 million from Zodius Growth Fund, existing investor Accel, ICICI, Axis, and Kotak. The new funding will be primarily used for expansion, branding, and marketing initiatives. The startup plans to directly reach out to customers and not rely on indirect routes. The team is also planning to open service centres where the jobs are done.

Onsitego says it is keen to get extra protection from rural and semi-urban locations. In the startup's strategy to attract customers, it has always been about targeting a wider audience where we can bring in a bouquet of services, including AMC (Annual Maintenance Contract), on-demand service, and home warranty, and one single umbrella plan to take care of all their service needs.

Kunal claims Onsitego has always been a technology-driven startup. The company has reoriented within Onsitego where the entire organization rallies around a new strategy. The team quickly realized that it was not a capital-efficient model and went in a direct route. The startup has its own set of challenges, but the team quickly realized that it was not a capital-efficient model. In its earlier strategy of attracting customers indirectly, it was not able to compete with the major players. The team decided to go in a direct route and reorient the organization to rally the entire team around the new strategy.

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