

Onsitego Revamps Its Visual And Corporate Brand Identity

The brand provides protection plans like extended warranty and damage protection, and boasts to have 30 different electronic categories and over 300 plans available on its new website.

Photo Credit :



16 October, 2019
by **BW Online Bureau**

[Print this article](#)
Font size **16**

Onsitego, a provider of after-sales services, has revamped company's brand identity and unveiled it along with the launch of a new website supported by a multi-faceted marketing campaign to drive awareness about the company's value proposition.

The brand provides protection plans like extended warranty and damage protection and boasts to have 30 different electronic categories and over 300 plans available on its new website. One can get a protection plan for a smart-phone, laptop or television amongst popular categories and even for a fitness tracker or a trimmer. The website makes it easy for people who have bought a new device or appliance to choose the best-suited protection plan for them. It also tells them how much they are likely to save in repair costs if a device breaks down.

Apart from a digital marketing campaign, Onsitego has also launched an in-store campaign to promote its services at partner stores of Vijay Sales, Croma, Sanket India, Great Eastern, Value Plus, Vivek and also general trade stores.

Onsitego is growing at a rate of 80-100 per cent year-on-year and has more than 5 million customers today. The company is leading the after-sales service industry that is touted to become \$5.3 billion in size over the next 3-4 years. Onsitego currently provides device protection, brand warranty, installation, maintenance services and is soon going to launch on-demand repair services for the Indian consumers. The brand covers all electronic categories for the segment and their service plans are widely available across electronics stores and online marketplaces like Amazon.

Speaking about the benefits for consumers, Kunal Mahipal, CEO, Onsitego said "We see that the customer works and lives at a frenetic pace, and he demands not good, but great, prompt service. People also don't want to risk incurring financial loss with expensive gadgets. We have been successful so far because we are able to deliver on this expectation with our 'Wow' service philosophy."

"The Onsitego brand promise is to undo the unexpected 'bad' thing that happens in someone's life. The brand delivers unexpected 'good' things or 'Wow' experiences to customers through its hassle-free service. If a device or appliance gets damaged or stops working, we fix it and have it up and running in no time. Our new tagline 'Good Things Last Longer with Onsitego' – pretty much sums up this proposition for us", added Kunal Mahipal, CEO, Onsitego.

503 Service Unavailable

No server is available to handle this request.

Advertisement

Quick Bytes

[View more](#)



World Environment Day: Things You Should Be Aware

[read more](#)



Delhi Metro Free Travel: Things You Need To Know

[read more](#)



5 Best Smartphones With Dual Camera Under 20,000

[read more](#)

Advertisement

503 Service Unavailable

No server is available to handle this request.

BW TV

[View more](#)



Corona ke Side effects : Economic impact on Travel and Tourism

[read more](#)



Corona ke side effects episode 1 : Salary cuts + Job losses + Recession 2020

[read more](#)



I am a fan of 'Actual Impact' driven AI: Manish Sharma, Associate Director, PWC

[read more](#)

Also Read

503 Service Unavailable

No server is available to handle this request.