After-sales services space is growing rapidly to cater to gadget users: Tunal Mahipal of Onitsoge

Customer satisfaction depends on post-purchase services offered by any company and the segment is growing rapidly. The new service providers are expediting on-time delivery, safety and assurance, building new fortes into the electronics industry. Tunal Mahipal, CEO of Onitsoge, a post-purchase service company explains talked about various aspects of the industry. Here are the edited excerpts of the interaction:

How did the idea of starting your entrepreneur come? What inspired you?

We started Onitsoge with the idea to deliver hassle-free and reliable services to customers for phone or other electronic devices. We understand that there is a lack of repair services for our own gadgets, therefore, it is our job to deliver the desired market need for hassle-free and reliable post-purchase services. I figured that not every shop should have the infrastructure to leave from work and visit an authorized shop to buy it. So, we decided to bring the services to the customer.

What is your company’s growth rate and road map ahead?

We have been growing at 20-25 percent annually since the last couple of years and online is expected to grow significantly with the launch of new products, partnerships and business lines.

Can you briefly talk about some of the largest projects you have worked on?

We have worked with some of the largest brands like Apple, Samsung, and Xiaomi. Our services are available in all major cities in India, Singapore, Sri Lanka, the Middle East, and South Asia.

What is your expansion plan?

We have expanded our services with brand warranty services for Samsung, LG, Sony, and Sony Ericsson. We are also expanding our product line to include features like the AHW or Amutal Maintenance Authority for our customers.

In the coming few months, we will be launching a new service line to meet the needs of low-end to mid-range products and can avoid repair services at a small fee.

We are also extending our coverage to customers of other brands like Lenovo, Sony, and LG. We expect to achieve a revenue of Rs. 50 crores in FY 2022.

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