



# Rescue Uncle

INDIA'S DEVICE REPAIR COORDINATION &  
LOGISTICS PLATFORM

**2026**

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# The Problem



1

**Service centers are far & inconvenient**

With **1.59 crore approx** PCs sold yearly and **15-18 crore approx** smartphones annually, India has **100+ crore** active devices. Yet service centers are far away, repairs are **time-consuming**, and customers face **long waits** with no pickup or drop options available.

2

**No Trust or Transparency**

Customers struggle with fake parts, unreliable repairs, and hidden costs with local repair. There's no price transparency, no quality assurance, and no way to verify if repairs are done by authorized technicians and track of repair - leaving millions frustrated.



# Our Solution — Simple, Trusted, Convenient Repair

We are building India's repair logistics layer

## Doorstep Pickup & Delivery

Convenient collection and return of your devices right at your doorstep. No more traveling to distant service centers.

## Transparent Pricing

Clear, upfront pricing with no hidden charges. Know exactly what you pay before confirming your repair (if device out of warranty because device brand bear the cost of repairing if device come under warranty).

## Brand Authorized Repair

Repairs handled exclusively through verified and authorized service partners. Genuine parts guaranteed.

## Real-Time Tracking

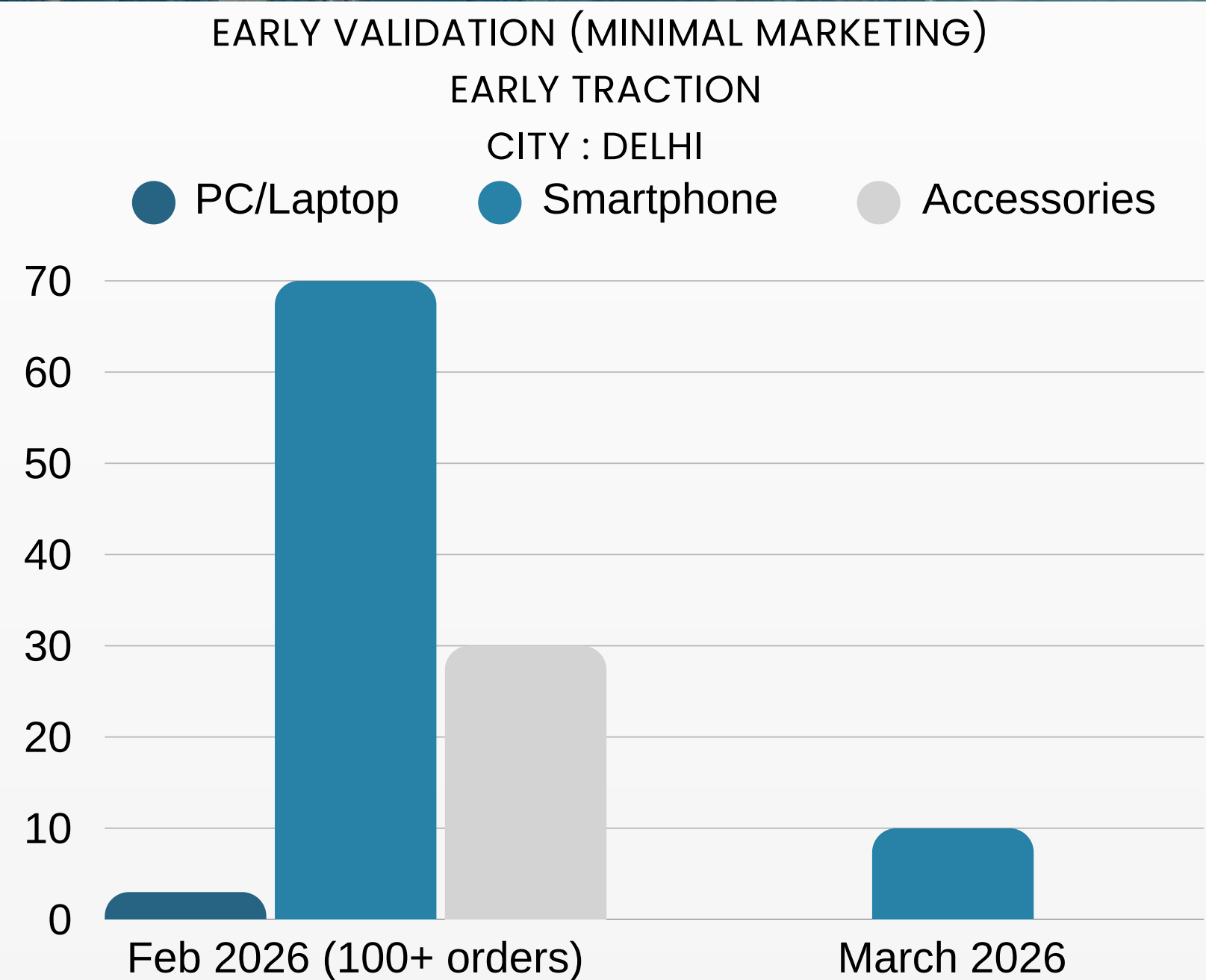
Track your device repair status in real-time with dedicated customer support or our website throughout the process.



# Market Opportunity

## Massive Repair Demand in India

- PC market: **~1.59 crore units sold annually**
- Smartphone market: **~15+ crore units sold annually**
- 10% of devices need repair each year (Based on industry averages (device lifecycle 2–4 years))
- **Estimated 50–70 lakh PC repairs + 1.5 crore + smartphone repairs yearly**
- Total repair market size: **₹20,000 crore+ annually**  
**(100 crore devices × 10% = 10 crore repairs × ₹2000 = ₹20,000 crore)**





## Delhi NCR launch success

Minimal Marketing, Maximum Validation

Our early traction demonstrates genuine market demand. With limited marketing investment, we've proven that customers actively seek convenient, trustworthy device repair solutions. The repeat customer behavior signals strong product-market fit.



**100+ orders in 30 days**



**Positive Customer Review**



**Organic growth with minimal spend**

# EARLY TRACTION

Location: Delhi NCR

Last 30 Days Results:

100+ repair orders completed

Strong demand across smartphones  
laptops

Initial repeat customers observed

Orders acquired with minimal marketing  
spend

Early signal of product-market fit  
validated through organic growth and  
customer retention.



# Business Model & Unit Economics

## Revenue Model

Service Fee: ₹99–₹175 per order depend on device type

Simple, transparent pricing that customers trust. Revenue scales with order volume while maintaining healthy margins.

## Cost Breakdown

Packaging: 25%  
Logistics: 40%  
Marketing: 10%  
Corporate: 3%  
Misc: 7%  
Net Margin: ~15% (improving with scale)



# Future Roadmap

## Expand to Multiple Cities

Launch operations in Tier-1 cities across India including Mumbai, Bangalore, and Hyderabad. Scale presence to serve millions more customers.

## Build Strong Logistics Network

Create reliable pickup and delivery infrastructure with trained logistics partners ensuring seamless doorstep service nationwide.

## Increase Monthly Order Volume

Scale from 100+ orders to 10,000+ monthly repairs. Drive growth through targeted marketing and word-of-mouth referrals.

## Establish Trusted Repair Ecosystem

Onboard verified repair partners with quality standards, transparent pricing, and real-time tracking for complete customer trust.

## WHAT THIS ENABLES

With the right funding, Rescue Uncle will transform from a Delhi-based startup into a nationwide device repair logistics platform. This investment accelerates our path to becoming India's most trusted repair ecosystem.



Feature	Local Shops	Brand Centers	Rescue Uncle
Pickup & Drop	✗	✗	✓
Trust	⚠	✓	✓
Transparency	✗	⚠	✓
Tracking	✗	✗	✓
Brand Authorised Repair	⚠	✓	✓



# Why Now?

## Device Growth

India's smartphone and PC market is exploding with **15+ crore smartphones** and **1.59 crore PCs sold annually**, creating massive repair demand.

## Online Adoption

Post-pandemic digital adoption has accelerated online service booking, making customers comfortable with app-based repair solutions.

## Doorstep Demand

Urban consumers increasingly prefer doorstep services over visiting distant service centers, valuing convenience and time savings.

## Market Gap

The repair market remains fragmented with local shops lacking trust, transparency, and logistics creating a consolidation opportunity.



# Founder

Ashutosh Kumar is a software engineer with deep expertise in backend development and scalable architectures. With a passion for solving real-world problems through technology, he founded Rescue Uncle in 2025 with a clear vision: to build India's most trusted device repair logistics platform.

His technical background enables Rescue Uncle to develop robust, scalable systems that can handle millions of repair requests across India. Ashutosh is committed to transforming the fragmented device repair ecosystem into a seamless, transparent, and customer-centric experience.

**Vision: "Building a tech-driven device repair platform that enables millions of Indians to repair their devices without hassle."**





# Funding Ask & Use of Funds

## RAISING

## PURPOSE

## IMPACT

### Marketing & Acquisition

#### 25% OF FUNDS

Customer acquisition campaigns, brand awareness, digital marketing, and growth initiatives across target cities (Initially we target Tier 1 Cities like Delhi NCR).

Drive user growth and market penetration in Tier 1 and Tier 2 cities across India.

### Logistics & Tech

#### 40% OF FUNDS

Logistics infrastructure setup, expansion to new cities, platform development, and technology enhancement.

Enable seamless doorstep pickup and delivery with real-time tracking capabilities.

### Partner & QA

#### 35% OF FUNDS

Onboarding authorized repair partners, quality assurance systems, and training programs for service excellence.

Ensure consistent, trusted repair quality and build a reliable partner network.

# Our Vision

"To become India's most trusted device repair logistics platform, enabling millions to repair devices without hassle."

We envision a future where every Indian can access reliable, transparent, and convenient device repair services right at their doorstep. By bridging the gap between customers and authorized repair centers, we're transforming how India cares for its devices.

**Q&A SESSION**

**QUESTIONS? LET'S  
CONNECT AND DISCUSS!**







# Thank You! Questions?

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