

CASE STUDY

EXTENDING THE USEFUL
LIFE OF PRODUCTS THROUGH
REPAIR AND REFURBISHMENT



One planet
inform with care



CASHIFY

CASHIFY

INITIATIVE: CASHIFY

IMPLEMENTATION AREA: INDIA

STRATEGY FOR PRODUCT LIFETIME EXTENSION:
REPAIR AND REFURBISHMENT

Product lifetime extension is the postponement or reversal of the obsolescence of a product through deliberate intervention. The extension of products' lifetime makes a compelling case towards circularity as it enables a radical decrease in the use of natural resources and in waste generation, while preserving the economic value embedded in the products. This case study is part of a series that aim to showcase how consumer information tools can be used by organisations to address product lifetime extension.

WHAT?

Cashify is an Indian-based e-commerce platform for reselling, repairing and recycling electronic products. The company offers repair services for mobile phones or laptops, as well as enable consumers to acquire refurbished ones, or sell used smartphones to others in the same neighbourhood. The e-commerce was created in 2013, after one of three friends tried to sell his phone to fund the purchase of a new one but found it difficult to do so. In 2020, Cashify is a team of 800 people dedicated to providing information on how to keep smartphones "healthy and up-to-date", thereby contributing to extending the useful life of products in the world's second-largest smartphone market.

Select your city to sell your phone



Bangalore



Chennai



Delhi



Gurgaon



Hyderabad



Kolkata



Mumbai



Noida



Pune

Search city by name or pincode

HOW?

Cashify uses its online platform to inform consumers on how they could repair and recycle their electronic products. Cashify's articles section on the website are designed to continuously curate content for consumers to navigate the smartphone world easily, whether it is reviews of products, information on how to figure out whether to repair or replace gadgets, or how to make sure personal data is secure before selling pre-owned phones.

The provision of such information is seen as important because accessing trustworthy and reliable guidance is not always easy, as there is a lot of misinformation and unverified news in the smartphone world. Cashify's article section aims to address this problem by providing consumers with information sourced from legitimate and verified sources.

What would you like to do?



Sell Phone



Repair Phone



Recycle Phone



Buy Phone



Sell Smart Watch



Sell Laptop



Sell Tablet



Sell Desktop



Sell Gaming
Consoles



Sell DSLR Camera



Sell Earbuds



Find New Phone

USE OF CONSUMER INFORMATION TOOLS

The e-commerce platform uses a variety of communication channels to stay close to consumers, such as website, Instagram, Facebook, Twitter, LinkedIn, and a Youtube channel. The objective of the consumer information tools is to induce a positive consumer attitude towards product maintenance, repair and recycling, by informing and involving consumers in product lifetime extension strategies.

Cashify Repair is a service designed to make it simpler for consumers to repair their products. Through the online platform, consumers are given a range of services to choose from, such as mobile screen, microphone, battery, speaker, receiver, or charging replacement. Cashify Repair offers a 6-month warranty and a week-long money back guarantee.

Recycle Mobiles is a project launched in 2019 and the first Cashify initiative that enables recycling of mobile phones that are no longer in use. The goal is to offer consumers a platform to responsibly

Repair Or Replace Your Phone? Business Standard And Cashify Give You Tips

By Neli - 24th Jul 2020

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Business Standard

**Repair or replace:
Some troubleshooting
tips if expenses are
an issue**



Ever thought when you need to replace your gadget or when you need to buy a new one? Refrigerators, mobile phones or laptops, all appliances and gadgets go through hiccups. But it's up to us to either repair them or replace them. Whether you have any gadget, you must have gone through some wear and tear

dispose of their old mobile devices. Users can schedule a free pickup for their old mobile phones and get them collected from their home. To recycle a mobile device, Recycle Mobiles makes sure various metals like copper, lead and gold are extracted so they can be used again for manufacturing new devices.

During the COVID-19 pandemic, consumers are invited to [donate their old smartphones](#) to underprivileged children who are unable to attend school as the classes have moved online. Through the **Donation for Education** campaign, phones are then cleaned, refurbished and given to a beneficiary.

The User Behaviour study is launched annually by Cashify to analyse the pre-owned phone market in India. The study explores behaviour and preferences of users, and focuses on factors that affect the buying and selling decision of users in the country. In the latest version of the report launched in 2020, it was revealed that high speed network connectivity (3G to 4G), support for gaming and mobile camera specs are among the top reasons behind the switch for Indian consumers.

RESULTS

The e-commerce platform has more than 2 million devices sold and 1.1 million devices repaired. Cashify makes extensive use of social media platforms in order to directly involve consumers. The company was awarded the ISO 27001 Compliant Certificate which testifies their approach to maintenance of confidentiality, integrity and availability of consumer information. As an organization that deals with smartphones, a tool that carries much of the user's personal data, this is important to attest how the company deals with consumer information security.

Do you want to learn more?

The One Planet network's [Product Lifetime Extension Hub](#) collects resources and tools on the topic of product lifetime extension. You can access reports, case studies and other relevant materials on measures and processes to be taken by the private sector, governments and consumers, to accelerating the circular economy by extending the useful life of products.

