

**Partner with us and profit from
the pre-owned device market**

About Our Company

- **We buy and sell used mobile phones, laptops, and smart gadgets.**
- **We offer customers fair value, same-day pickup, and on-the-spot payment.**
- **We have a proven track record of profitability and are expanding to new cities.**
- **We have completed over 30,000 device pickups since 2020.**
- **We have a strong online presence with a 4.9-star rating on Google based on 500+ reviews.**



Problem Statement

Bridging the Gap in the Pre-Owned Electronics Market
The pre-owned electronics market in India faces several challenges:

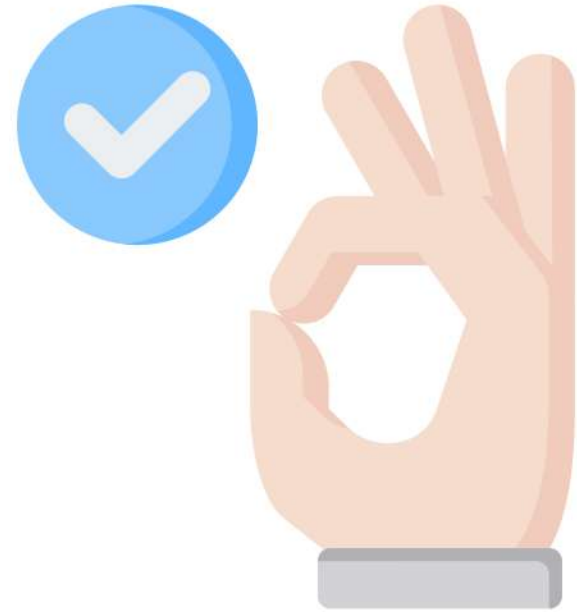
- **Lack of Trust and Transparency:** Sellers often struggle to find reliable buyers who offer fair prices and secure transactions.
- **Inconvenience and Time Consumption:** Selling used devices can be time-consuming and inconvenient, involving listing on multiple platforms, negotiating with buyers, and arranging for safe device transfers.
- **Limited Access to Quality Devices:** Buyers often face difficulty finding quality pre-owned devices at reasonable prices, with limited assurance of functionality and authenticity.
- **Environmental Concerns:** Improper disposal of electronic waste poses a significant environmental threat, with limited awareness and infrastructure for responsible recycling.





A TRUSTED PLATFORM:

Resellfone offers a secure and reliable platform for buying and selling pre-owned electronics, ensuring fair pricing, secure transactions, and data privacy.



CONVENIENCE AND EFFICIENCY:

With free doorstep pickup, instant payment, and a streamlined process, Resellfone makes selling used devices quick and hassle-free.

Solution Overview





Market Opportunity



RISING SMARTPHONE PENETRATION

India has the second-largest smartphone market globally, with increasing demand for affordable devices

FASTER UPGRADE CYCLES:

Consumers are upgrading their devices more frequently, leading to a surge in the supply of pre-owned electronics.

MARKET GROWTH

The Indian pre-owned smartphone market alone was valued at \$5 billion in 2022 and is projected to reach \$17 billion by 2028, growing at a CAGR of over 20%

INCREASED AFFORDABILITY

Pre-owned devices offer a cost-effective alternative for budget-conscious consumers, especially students and young professionals.



Business Model

Resellfone operates on a dynamic and multi-faceted business model, designed to create value for both customers and investors while promoting sustainability in the pre-owned electronics market.

1. Device Acquisition:

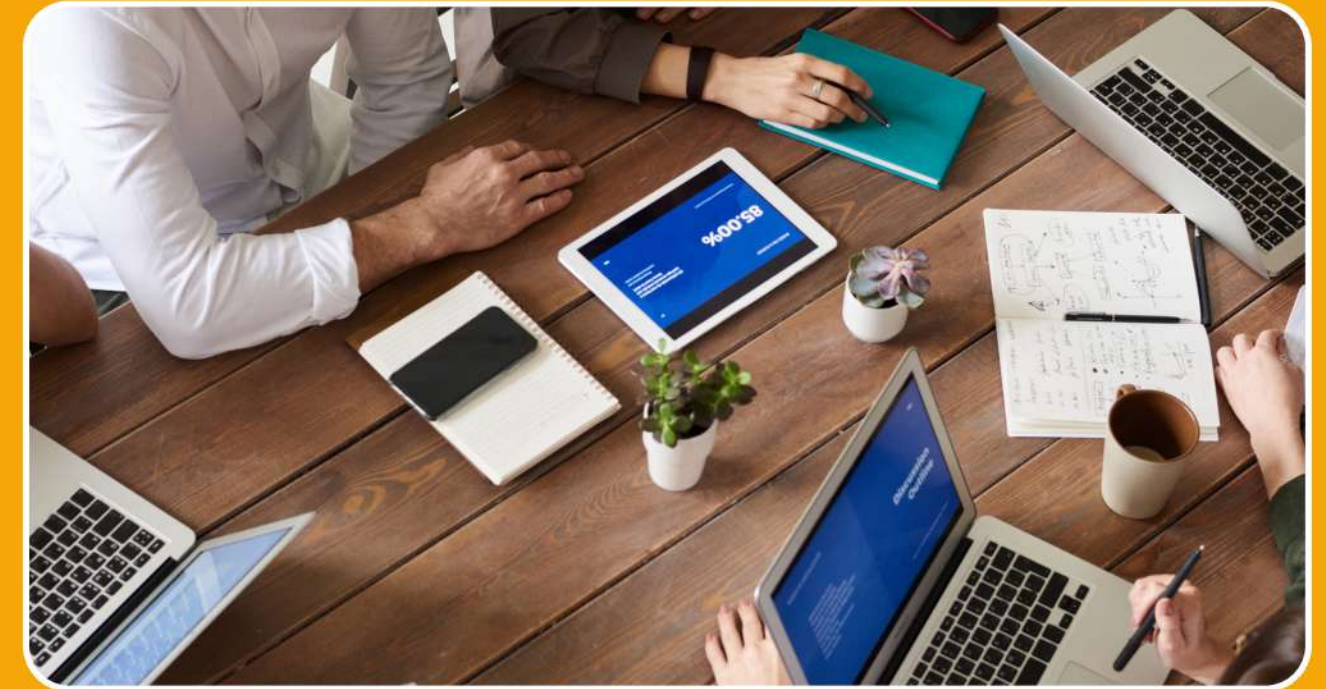
- Resellfone acquires used mobile phones, laptops, and smart gadgets from individual sellers.
- It offers competitive prices, free doorstep pickup, and instant payment, ensuring a convenient and hassle-free selling experience.

2. Quality Assurance and Refurbishment:

- Acquired devices undergo thorough quality checks to ensure functionality and authenticity.
- Resellfone performs necessary repairs and refurbishments to enhance device quality and value.

3. Sales Channels:

- Wholesale: Resellfone sells devices in bulk to dealers and retailers, ensuring efficient inventory turnover and consistent revenue streams.
- Retail: Resellfone also offers devices directly to consumers through its online platform and retail partnerships, providing a wider selection and competitive prices.





RESELLFONE

FOR SELLERS:

Free device evaluation, doorstep pickup, and instant payment.

FOR BUYERS:

Wide selection of quality-checked devices at competitive prices

CUSTOMER BENEFITS

By offering a comprehensive range of products and services, Resellfone caters to a diverse market, providing value and convenience to individual customers, businesses, and investors alike.

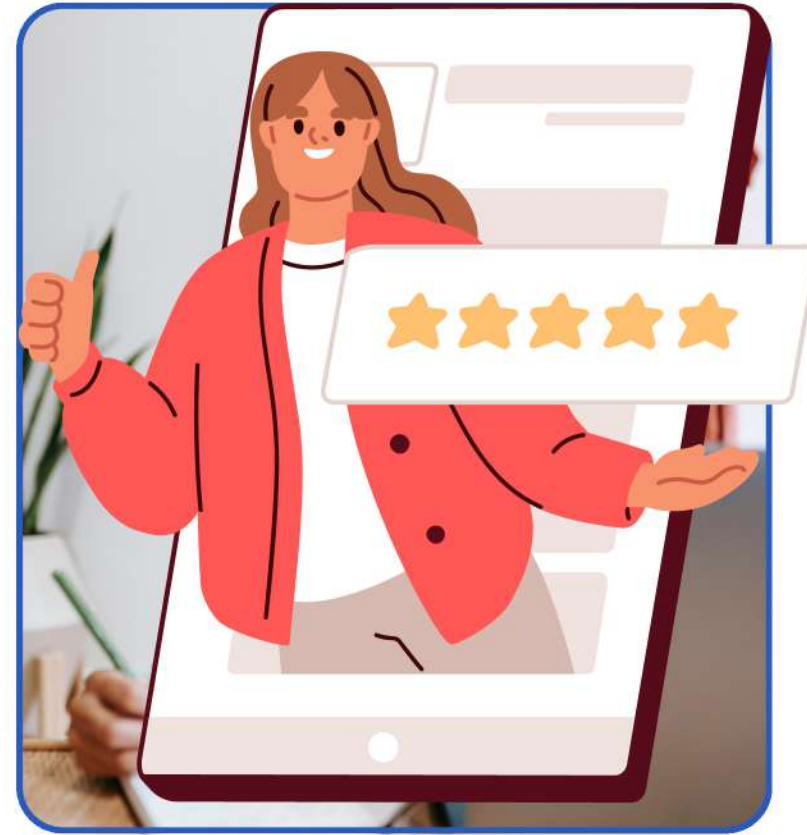
Product & Service





COMPETITIVE ADVANTAGE

Resellfone prioritizes customer satisfaction through convenient processes, fair pricing, and excellent service.

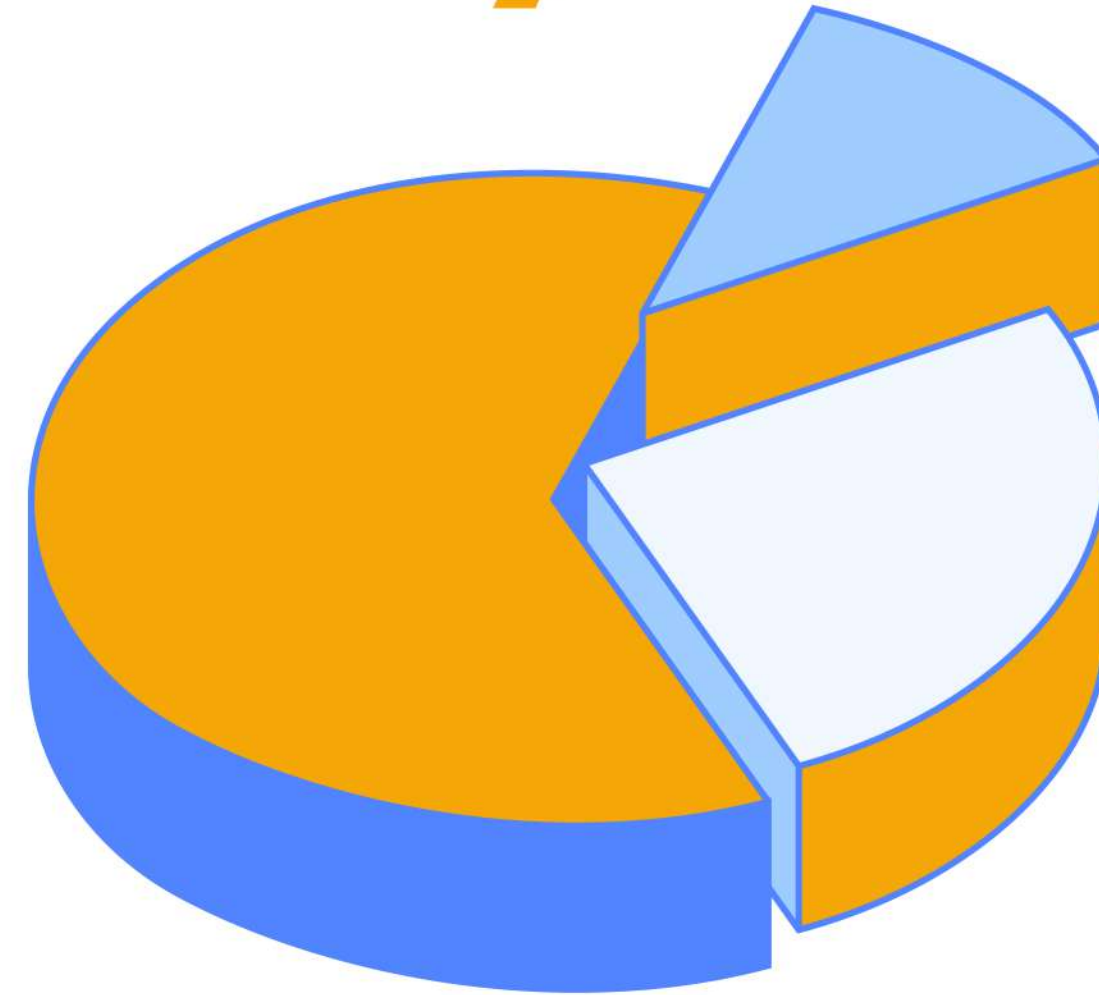


MARKET POSITION

Resellfone currently occupies a niche position in the market, focusing primarily on wholesale operations and partnerships with dealers.

Resellfone has built a positive reputation for its convenient services, fair pricing, and customer satisfaction, evidenced by its high Google rating.

Competitive Analysis





Go-To-Market



Online Platform

- **User-Friendly Website:** A well-designed website with easy navigation, clear information about services, and a seamless selling process.
- **Mobile App:** A dedicated mobile app for both sellers and investors to access services, track transactions, and manage their accounts.
- **Online Advertising:** Utilize targeted online advertising campaigns on platforms like Google, Facebook, and Instagram to reach potential sellers and investors.
- **Search Engine Optimization (SEO):** Optimize the website and content for relevant keywords to improve organic search visibility.

Resellfone has achieved significant traction since its inception in 2020, demonstrating its potential for continued growth and success in the pre-owned electronics market.

Key Traction Metrics:

- **30,000+ Device Pickups:** Resellfone has completed over 30,000 device pickups since 2020, showcasing its growing customer base and operational efficiency.
- **550 Average Monthly Pickups:** With an average of 550 pickups per month across four cities, Resellfone demonstrates consistent demand for its services.
- **4.9 Star Google Rating:** Resellfone boasts a 4.9-star rating on Google with over 500 reviews, highlighting its strong reputation and customer satisfaction.
- **Expanding City Network:** Resellfone has expanded its operations from Mumbai to include Hyderabad, Pune, and Bangalore, demonstrating its commitment to growth and market reach.
- **Strong Dealer Network:** Resellfone has established a strong network of dealers, facilitating efficient bulk sales and inventory sourcing.

Traction & Milestones





Investment Opportunity

BECOME A CITY PARTNER & SHARE IN THE PROFITS

Investment Options:-

- **6 lakhs :- Secure a 40% Profit Share In a New City**
- **8 lakhs :- Secure a 50% Profit Share In a New City**

Your Role:

**Employ And Manage One Pickup Person
(Training provided by Resellfone Resellfone Handles All Other Aspects Of
Business.**

How it Works

We buy used mobile phones, laptops, and smart gadgets from customers and sell them to dealers or customers. We provide customers with fair value, usually same-day pickup, and on-the-spot payment.

Step-By-Step Process:

- **Calling and follow-up will be handled by Resellfone.**
- **Leads will be provided by Resellfone.**
- **The technician visits the customer, checks the device, negotiates if needed, and gets approval for payment before packing and shipping it.**
- **Selling and payment collection will be done by Resellfone.**

The investor's only work is employing a Technician person who will be trained by Resellfone.

Profit Projection

These are estimated profit projections based on previous experience, not a guaranteed return.

30 Pickups / Month:	50 Pickups / Month:
<ul style="list-style-type: none"><li data-bbox="459 926 1626 1208">• 6 Lakhs Investment (40% Share): 24K/Month, 288k/Year (48% ROI)<li data-bbox="459 1352 1626 1633">• 8 Lakhs Investment (50% Share): 30K/Month, 360k/Year (45% ROI)	<ul style="list-style-type: none"><li data-bbox="1705 926 2872 1208">• 6 Lakhs Investment (40% Share): 48K/Month, 576k/Year (96% ROI)<li data-bbox="1705 1352 2872 1633">• 8 Lakhs Investment (50% Share): 60K/Month, 720k/Year (90% ROI)



Partner Program Benefits

Hassle-Free Investment:

Your only responsibility is the investment; Resellfone manages all operations.

Leverage Our Expertise:

Benefit from Resellfone's years of experience and proven success in the pre-owned electronics market.

High Returns, Secure Investment:

Enjoy attractive returns with minimal risk; your capital is secure.

Guaranteed Returns:

Even if your city doesn't meet profit targets, Resellfone guarantees a monthly return of ₹10,000 on a ₹6 lakh investment and ₹13,000 on an ₹8 lakh investment.



RESELLFONE

Thank You!



www.resellfone.com

