

SAR Group launches "World Ace"

With an aim to provide after-sales service provider for Mobile phones, consumer electronics and IT products, SAR Group has launched World Ace. World Ace would be one of the players in the organized sector for repair of mobile phones of all models and manufacturers. Other than mobile phones, it will provide cost-effective after-sales service with minimum turnaround time for IT peripherals and consumer electronics.

Arun Saxena, Director, World One Solutions Pvt. Ltd., states, "We endeavour to provide the growing mobile phone user base in India an accessible, single-window and cost-effective after-sales service, allowing them an informed choice on mobile phone repair, thereby enhancing customer satisfaction."

World Ace is backed by SAR Group's expertise in supply chain management and after-sales service. The service has been launched with 300 centres across India and it is a matter



of time before it gets raised to 500. The company is also determined to have 23 owned service locations by the end of the current fiscal.