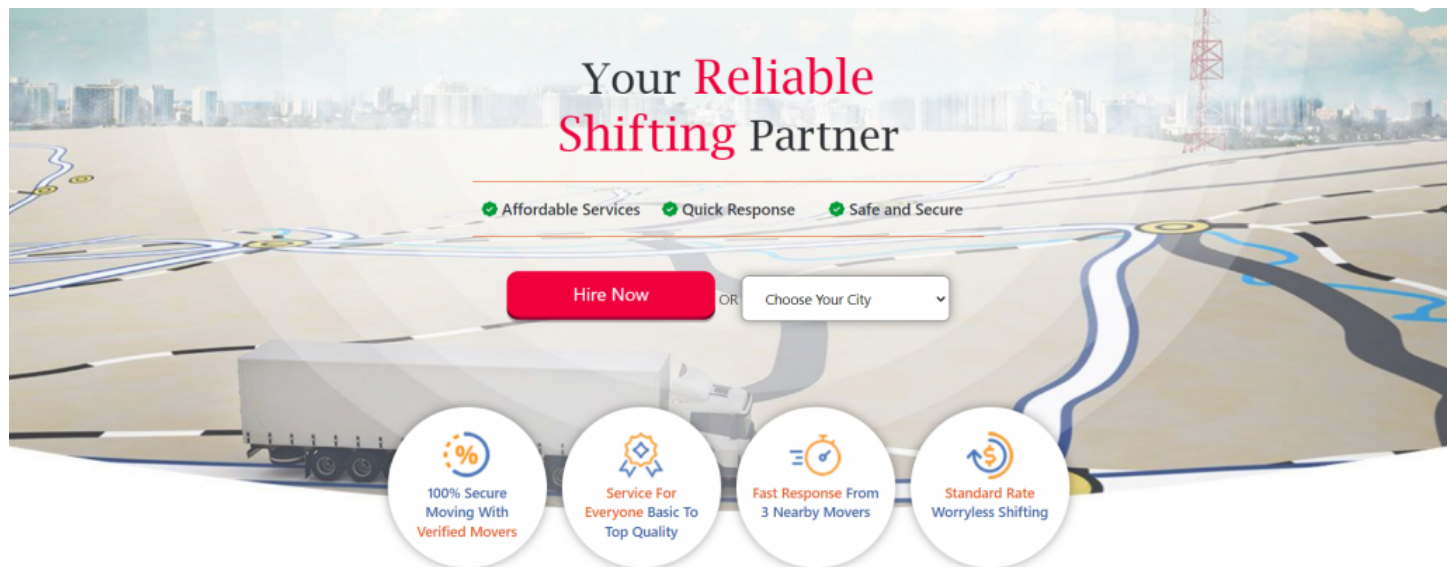


How AssureShift is Reshaping the Urban Packers And Movers Industry in India

AssureShift, a packers and movers reference portal through which people can find verified affordable packers and movers at their location. It's was established by Mr. Debendra Prasad & Mr. Juby John in 2016.



Bengaluru, Karnataka Aug 17, 2022 ([Issuewire.com](https://www.issuewire.com)) - Relocation is a complex business. The process involves myriad struggles, and the current relocation industry is flooded with problems. It is hard to find reliable packers and movers companies in almost any metro city in India due to the many fake and unprofessional movers in the market - nearly 100% camouflaged with genuine ones.

There have been numerous cases where items were not picked/delivered on time, misplaced, or damaged; there were even cases where firms held goods captive, demanding more money.

"The deeper we delved into the industry's roots, the more we realised how disorganized it was," Mr. Debendra Prasad, Co-Founder, AssureShift.

Thus, **AssureShift** was born to fill the void of an authoritative agency in the relocation industry. They provide a list of verified firms you can compare and hire for your relocation needs right from the comfort of your couch.

The organization has been reshaping the landscape of the packers and movers industry in India and making it easier to find verified [moving companies in India](#) and has been doing so quietly. Having been active in the business for over half a decade, AssureShift has silently transformed the industry, expanding to more than 25 cities across the country.

Working Process

AssureShift works as a bridge between the customers and the packer's movers. It helps the customers find the verified movers near their location and movers by proving genuine customers. One needs to fill

up the [enquiry form](#), and within a few minutes, they will get the details of the **3-best match movers** as per their requirements. They can simply ask for a **free pre-move survey** from all of them or any one or two as per their choice. After getting the estimation, we need to compare and finalize our most affordable deal.

The Origin Story

Having worked in the packers movers business for years, Debendra Prasad & Juby John, the Co-founders of AssureShift, realized the necessity for an online platform that can verify moving companies on behalf of customers and provide continuous support from start to end.

However, there were a few issues to address first.

One was digitizing the entire process. The company became a pioneer, employing state-of-the-art software to analyze the customer's shifting needs and accordingly recommend the most relevant & trustworthy moving company.

The next challenge was to find reliable moving companies and verify their credibility. This was a long and arduous process in the beginning. They had to personally visit each firm to check their credentials, office space, work history, and other details.

Rapid Growth and Expansion/ An Industry Juggernaut

"We moved into Pune and Hyderabad just after the 3 months of being operational in Bangalore. A few months later, we expanded our service into Mumbai, Delhi, Chennai, and so on. Within a year, AssureShift achieved over 3800+ successful relocations, and now, that number has surpassed 42,000," says Mr. Juby John.

The company accredits its growth and retention of customers to its exemplary customer service. The team is always available to help and give instant responses. This was more evident than ever during the pandemic, which shook the entire industry.

The Pandemic Effect

Many of AssureShift's partners had shut down operations in major cities, but, the relocation requests kept coming. The organization did its best to cater to the growing relocation demand by connecting some customers to the few operational service providers across the country and helping with alternate arrangements for others.

Looking to the Future

AssureShift doesn't intend to rest on its laurels. They have a massive expansion plan in the works, the launch of which is imminent.

The company intends to become an end-to-end solutions provider for all your home needs, such as interior designing, plumbing, carpentry, electricians, and even cleaning and restoration.

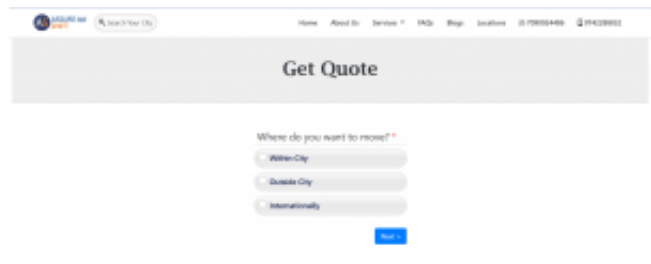
They will surely be the ones to watch over the next few years as they embark on this exceptional journey.

Debendra Prasad, Co-Founder & CEO, AssureShift

Get in touch: support@assureshift.in ; +91-9742288832

Website: <https://www.assureshift.in/>

Facebook: <https://www.facebook.com/assureshift>



Media Contact

AssureShift

team@assureshift.in

9742288832

2774, 2775, 1st Floor, 21st Main Rd, Agara Village, 1st Sector, HSR Layout, Bengaluru, Karnataka 560102

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