

QuickHeal Partners with NewJaisa Technologies Bridging Cybersecurity Gaps in Refurbished Electronics



Bengaluru, Karnataka Jul 4, 2024 ([Issuewire.com](https://www.issuewire.com)) - As a part of the collaboration, Quick Heal Total Security will be pre-installed on all NewJaisa refurbished laptops and desktops

[Quick Heal Technologies Limited](#), a leading global cybersecurity solutions provider, is proud to announce a strategic partnership with [NewJaisa Technologies](#), a leading Direct-to-Consumer (D2C) brand in the burgeoning refurbished electronics market. This collaboration will see Quick Heal's flagship product, Total Security, pre-installed on all NewJaisa refurbished laptops and desktops.

As per the recent reports, the new PC shipment stands at [13.9 MM](#) units for the fiscal year 2023. On the other hand, the refurbished IT equipment market stands at 1.5 MM units and aggregates to approximately 10-11% of the overall market size as it is largely serviced by the unorganized sector where NewJaisa is on a mission to make refurbished electronics mainstream and building an organized and bridging the trust deficit. With a dominant market share of NewJaisa, this partnership positions Quick Heal at the forefront of cybersecurity and strengthens its presence in this rapidly evolving sector.

Quick Heal Total Security provides comprehensive digital protection, powered by its patented GoDeep.AI technology—an AI-enabled deep predictive malware hunting system with a cloud-based deep learning module and advanced behavior detection system. Certified by AVLab Poland as the safest for banking and browsing in India and the world, Quick Heal draws on its 30 years of domain expertise transforming the cybersecurity ecosystem. Key features include dark web monitoring, smart parenting, web security and phishing protection, advanced anti-ransomware, data backup, and metaProtect—a cloud-based platform for synchronized cybersecurity remote management and monitoring of registered devices on-the-go. This all-encompassing cybersecurity solution meets the evolving needs of today's digital landscape.

Central to Quick Heal's unparalleled threat intelligence and innovation is Seqrite Labs, India's largest malware analysis facility. With a relentless focus to innovate, simplify and secure, the company ensures millions of customers worldwide remain safe and secure. Its recent induction into the US Artificial Intelligence Safety Institute Consortium (AISIC) further reaffirms its global commitment to AI safety and security, solidifying its position as a leader in the cybersecurity domain.

[Vishal Salvi](#), **Chief Executive Officer at Quick Heal Technologies**, said, "Our partnership with NewJaisa Technologies represents a strategic move to address the growing cybersecurity needs in the

refurbished electronics market. With projections indicating significant growth in this sector, particularly in India, it is imperative that we provide robust security solutions across all segments of the device market. By integrating our Total Security solution into NewJaisa's refurbished products, we are ensuring comprehensive protection for a broader range of consumers. This collaboration aligns with our commitment to enhancing digital security across diverse market segments and device types."

NewJaisa Technologies (www.newjaisa.com), founded by IIT and IIM alumni, is the only listed player in India's refurbished electronics space. The company's technology-driven, highly automated end-to-end reverse supply chain for IT assets enables it to offer significant discounts on high-quality refurbished products compared to new ones.

[Vishesh Handa](#), **CEO from NewJaisa Technologies**, commented on the partnership, "The integration of Quick Heal Total Security into our refurbished devices marks a significant enhancement to our value proposition. As a key player in India's refurbished electronics market, we recognize the importance of coupling affordability with strong security measures. Quick Heal's advanced features complement our existing quality assurance processes, allowing us to offer a more comprehensive product to our customers. This partnership not only strengthens our market position but also addresses critical security concerns in the refurbished electronics sector, potentially opening new avenues for market growth."

The partnership underscores Quick Heal's commitment to democratizing cybersecurity and ensuring that all users, regardless of whether they choose new or refurbished devices, have access to top-tier digital protection.

About Quick Heal Technologies Limited

Quick Heal Technologies Ltd. is a global cybersecurity solutions provider. Each Quick Heal product is designed to simplify IT security management across the length and depth of devices and on multiple platforms. They are customized to suit consumers, small businesses, government establishments, and corporate houses. Over a span of nearly 3 decades, the company's R&D has focused on computer and network security solutions.

The current portfolio of cloud-based security and advanced machine learning-enabled solutions stops threats, attacks, and malicious traffic before it strikes. This considerably reduces the system resource usage. The security solutions are indigenously developed in India. Quick Heal Antivirus Solutions, Quick Heal Scan Engine, and the entire range of Quick Heal products are proprietary items of Quick Heal Technologies Ltd.

About NewJaisa Technologies

NewJaisa Technologies is a full-stack Direct-to-Consumer (D2C) electronics brand offering quality-checked refurbished electronics (laptops/desktops) at affordable and economical prices. Started by IIT/IIM alumni, NewJaisa is the only listed player in the country in the refurbished electronics space. With its technology-driven, highly automated end-to-end reverse supply chain for IT assets, NewJaisa provides quality refurbished electronics at significant discounts compared to new products.

Quick Heal

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