

## Interview with Rahul Pillai, Country Manager, Interem

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**Interem** is the 1<sup>st</sup> Multinational relocation company to identify India as an emerging market and started its operation on its own in the year 1997 from Mumbai and currently present in Bangalore, Delhi, Hyderabad, Pune, Chennai and Kolkata. Interem has been a leading player in the relocation industry globally with a formidable presence in Middle East & India. Having started its operations in 1995 from Dubai, Interem today can boast of offering services to more than 170 countries worldwide with the help of its own offices as well as the Group Partner Program (GPP) which also makes it one of the fastest growing relocation companies in the region. With more than a lakh satisfied customers, Interem today is one of the safest choices for a customer to move his goods.



Employees are the back-bone of any organization and Interem today has employees from more than 10 different nationalities enabling it to understand its International Customer better and also has a multi lingual, multi cultural organizational structure which becomes a very sought after trait in any International relocation company.

Freight is one of the biggest components in Moving, Interem has been able to offer the best of solutions in house as being part of the US \$ 300 million Freight Systems Group. This association gives Interem the much needed advantage over its competition at the time of the booking of sea freight & air freight.

Being affiliated to the most reliable & sought after accreditations like FIDI, OMNI, BAR, ERC to name a few only authenticates our claim of being an organization that believes in offering quality services seamlessly to its customer and also giving us the best practices to be followed globally.

In an email interview with Lots Buzz, Rahul Pillai, Country Manager, Interem, shared a glimpse of the industry trends and opportunities.

- **Brief us about Interem and its different verticals.**

Interem has positioned itself as a Total relocation management company focussing on B2B as well as B2C customers. We specialise in International Household Goods Relocation, Domestic Household Goods Relocation, Settling-in services (which includes Preview trip of the city, orientation program, home search, school search, Immigration consultancy if Necessary and repatriation) office relocation Warehousing, Document Management services, Industrial packaging, Fine Art packing & handling.

- **How big is Interem as a company?**

Interem is a division of Freight Systems (I) Pvt Ltd & they have a turnover of 400 cr in India

- **What is Interem's USP?**

We offer 1 window solution to our customers for all relocation requirements.

- **How is Interem reaching out to their customers in India? (Marketing & Publicity Plans)**

We have a print & online campaign being done regularly. We also participate in fairs & exhibitions.

- **What are the investment plans of the company in India?**

We believe in the India growth story & will be investing in developing better infrastructure for Interem to handle the ever increasing demand.

- **Going forward what are Interem's future plans for FY13?**

We presently are in 11 cities in India & will be in 18 by the end 2013.



- **Any IPO plans in future?**

Not in the near future

- **Please elaborate on the clientele of Interem.**

The clientele of Interem consists of Citibank, Standard Chartered Bank, RBS, State Bank Of India, ITC, Pepsico, Aditya Birla Group, HDFC, etc..

- **Please brief us about your recent online campaign?**

We opted for the online campaign as we wanted to educate more of our target audience about who we are & what we offer. We also looked at online enquiry, online payment as well as tracking part of our online initiatives as more & more customers were keen to engage through the internet.

- **What is the size of the relocation industry worldwide and in India? What is the potential?**

We see the industry at nothing less than 1500 cr in India.

- **How is the relocation industry changing in India?**

The industry is very disorganised majorly due to no regulations & entry level barriers. However as the Indian middle class is growing & acquiring expensive goods, the requirement seems to be increasing. This also is resulting the customers becoming more demanding.

- **What are the biggest challenges of your vertical? How does Interem tackle the same?**

The industry is very disorganised majorly due to no regulations & entry level barriers. However as the Indian middle class is growing & acquiring expensive goods, the requirement seems to be increasing. This also is resulting the customers becoming more demanding. Interem has tried to set some industry benchmarking standards for India which has helped us in differentiating.

