nucleus tracking division
www.nucleusnow.com

Publication: _____Silobreaker.com _____
Date: _____ March 13,2013_____
Edition: _____National _____
Page/Placement/Section: _____Online_____

SILObreaker

Rahul Pillai, Regional Director of India & Middle East, Interem

Yash Ved / 11:38 , Mar 13, 2013

Rahul Pillai, Regional Director of India & Middle East, Interem has over 14 years of extensive experience in the relocation industry with a distinction of making Interem a successful relocation brand in India. He started his career with Eli Lilly Ranbaxy as a Trainee Territory Manager and has worked with other global corporations before joining Interem way back in 2001

INTEREM is a part of the Freight Systems Group, a Dubai based multinational having business interest in Shipping, Freight Forwarding, Supply Chain, Warehousing, BPO & Relocation services. The Group has a strong presence in 18 countries & a turnover exceeding US$350mn. It was the first multinational relocation company to identify India as an emerging market and pioneered the industry in the country. It started its operations in the year 1997 from Mumbai. In the last 15 years of it's journey it steadily became the leading relocation company offering one stop solutions for all relocation needs across major cities in India. It now has offices spread over 10 cities like New Delhi, Mumbai, Chennai, Kolkata, Bangalore, Hyderabad, Cochin, Ahmadabad, Coimbatore, Pune and Bhubaneswar in India coupled with 400000 sq ft of warehousing. Interem has a continuing relationships with more than 100 plus fortune 500 companies across the world, which has given us an opportunity in relocating household goods for more than 50,000 transferees. With more than 300 plus experienced employees, 400000 sq ft of warehousing capacity, in house shipping & freight forwarding solution, usage of quality packing material, international quality certifications for packing & moving & a unique Destination Partner Program in more than 170 plus countries has made Interem one of the most reliable names in the Relocation Industry globally.

Replying to **Yash Ved** of ***IIFL***, Rahul Pillai says, "About 40 % of our revenue comes from domestic relocation, 45 % from Intl & the balance comes from value added services like storage, settling-in services, industrial packaging."

Brief us about your business model?

Interem has positioned itself as a Total relocation management company focusing on B2B as well as B2C customers.

Brief us about your expansion plans for FY13?

We presently are in 11 cities in India which includes Mumbai , Bangalore, Delhi, Hyderabad , Pune, Chennai and Kolkata will be in 18 cities by the end of 2013.

Could you name some of your prominent clients?

We have corporate customers like GE, Microsoft, Citibank, RBS, Bank of America, Nestle, HUL, P & G, Alstom, Volkswagen, Ford, SAP, Standard Charted Bank, , State Bank Of India , ITC , Pepsico, Aditya Birla Group and HDFC to name a few.

What is your outlook for the relocation industry?

The industry is very disorganised majorly due to lack of regulations and absence of entry level barriers. However, as the Indian middle class is growing and acquiring expensive goods, the requirement seems to be increasing. This is resulting in customers becoming more demanding.

What is your revenue mix?

About 40 % of our revenue comes from domestic relocation, 45 % from Intl & the balance comes from value added services like storage, settling-in services, industrial packaging.

Brief us about the launch of online campaign to make moving a hassle-free experience?

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.

How is your international business doing?

International business for the group has grown in the last financial year by close to 40 % due to better agency management & specific partner programs.

What are your investment plans?

We as a group are committed to invest in the business and still feel that the India growth story will continue. The group will be investing in warehouses, transportation & IT for the coming year.