

When you are doing a good business, the next step is to make yourself a brand. Consistent efforts are required to keep yourself high up on the ladder, that's where Flags stepped in to help out a growing relocation company!

CASE STUDY



Interem is a leading global relocation services company headquartered in Jebel Ali, Dubai, UAE. It is part of the USD 450 million Freight Systems Group, which has business interest in Shipping, Freight Forwarding, Warehousing, IT / ITES, BPO and Relocation services.

Having started its operations in 1995, Interem expanded its footprint into Kuwait, Qatar and India in a short span of time, with a clear focus on the India and Middle East business. Interem was the 1st MNC in the relocation industry to start the India operations, way back in 1997 and today, India is the biggest market for the group.



Services offered by Interem:

- Packing and moving services
- Relocation Services
- Corporate/Business Moving
- Warehousing Solutions
- Product Handling



FLAGS COMMUNICATIONS ROLE IN THE ORGANIZATION

Flags Comm was approached for a very special purpose. Interem was doing a good business but there were other players who were taking the advantage of that. Interem being an MNC has a distinguished professionalism but unfortunately many local players were using their name for getting the work and when any issue arised, it hampered the brand reputation. Despite serving the fortune 500 brands and the most elite class, Interem's name was not well known! That's where are entire Marcom exercise was required!

- Marketing & Advertising
- Digital Marketing
- Brand Management
- Public Relations

INITIAL CHALLENGES:

- Relocation is not a known term in the Indian market and is often misunderstood with Movers and Packers.
- This sector is highly unorganised in India
- Brand with highest recall does heavy B2C advertising
- Communication was required to justify premium being charged for a service which is offered at less than half a price by local players.
- Interem has always been a conservative spender when it comes to marketing & advertising
- Brand outlook was not justifying the niche working organisation was doing

HOW FLAGS PLAYED THE ROLE OF A MARCOM AGENCY?

As an integrated MARCOM agency, Flags took upon the complete exercise for branding and rebranding Interem Relocations. Steps followed were:

- Understanding the entire relocation market with thorough study of key international players
- SWOT analysis was carried out which the even brand had not done before
- Understanding the competitors and their working.
- Interem has a bouquet of services which it offers. Hence customised communication strategies were drafted for different services.

HOW FLAGS PLAYED THE ROLE OF A MARCOM AGENCY?

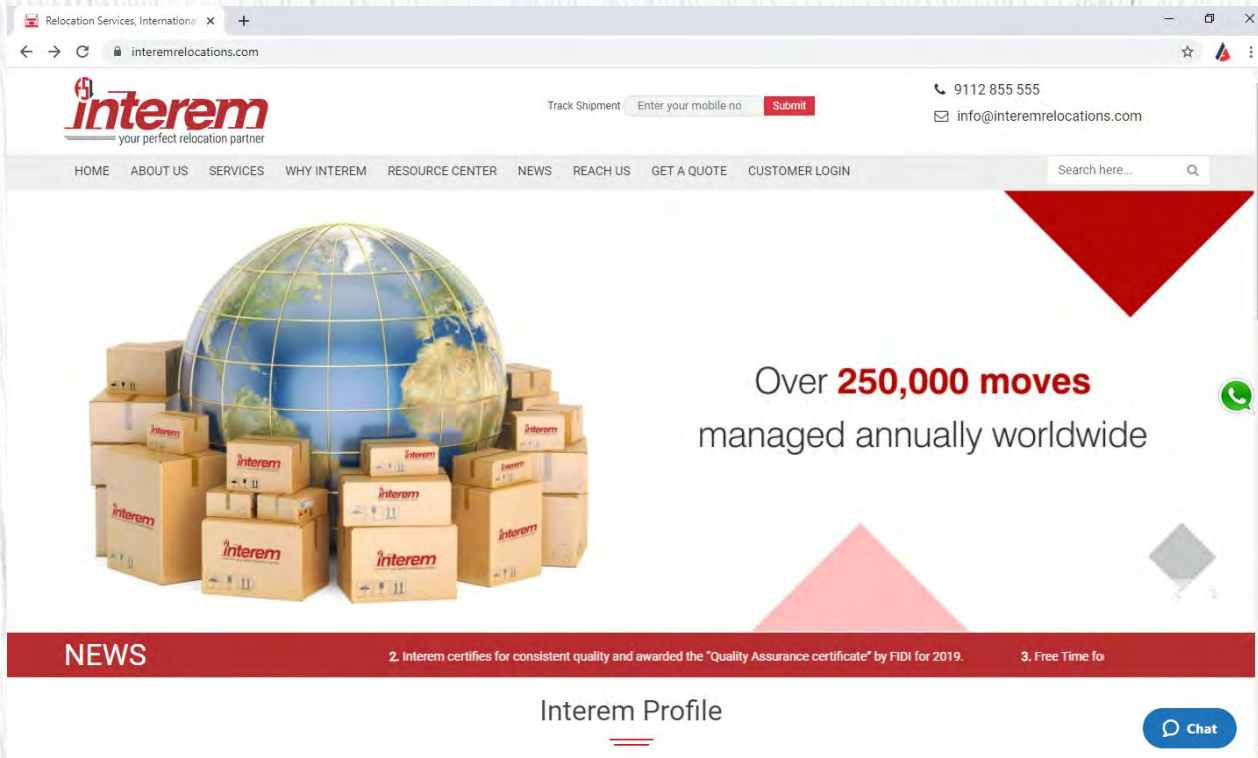
- Drafting International Communication material for various markets was also in our scope
- Aggressive Digital marketing and PR exercises was carried out to create a solid brand image

MARKETING COMMUNICATION

While some of the Interem's services required B2C communication, the larger part of Interem's communication was B2B with the primary target being:

- Corporates
- Business houses
- Expats and Diplomats
- Inter-city or International shiftings
- Intra-city relocations

- Multiple brainstorming meeting were carried out with the top management of Interem in India and their pain points were well understood.
- Brand positioning was clearly defined, as to which space we wanted Interem to occupy.
- Brand was completely revamped by bringing in a change in the entire corporate outlook. Website, Brochure, Corporate movies, Corporates ppts etc... all the collaterals were being worked upon.





- Umbrella Brand campaigns with a mix of service specific campaigns were rolled out
- Differentiation campaigns were required to make Interem look class apart from others.



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your perfect relocation partner
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WITH YOU, IN YOUR EVERY MOVE

- International Moving
- Domestic Moving
- Pet Moving
- Automobile Moving
- Settling-In Services
- Office Moving
- Fine Art & Exhibition Handling
- Industrial Packaging
- Warehousing Solutions
- Information & Records Management

OUR GLOBAL AFFILIATIONS:

FIDI **IAM** **ERC** **EURO** **Omni** **lacma**

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Email: sales@interemrelocations.com
peggy.bhohi@interemrelocations.com

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Glorious years of relocation



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more than just moves your perfect relocation partner
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We are here to lend a helping hand when it's time to move

Interem ensures it's not just pack and move. Minute care and detailing is used to take care of your valuables while you are busy shifting cities or homes.

Trust Interem, Trust in the Best !

- Domestic Relocation
- Office Relocation
- Pet Relocation
- International Relocation
- Automobile Relocation
- Fine Art & Exhibition Handling
- Warehousing Solutions
- Records & Info Management

FIDI Accredited
1,00,000 Satisfied Customers
Warehousing Capacity >50,000 sq ft.
450 Plus Employees
Served 100 Fortune 500 Companies
Over 20 Years in Relocation Services
95.5% Satisfact
Proof Relocation

We offer relocation services to more than 170 countries worldwide
INDIA : 1800 102 0110 | UAE : +971-50-6245107 | QATAR : + 974-77931321



YOUR PERFECT RELOCATION PARTNER FOR INDIA & MIDDLE EAST



- Part of US \$450 Million Freight Systems group
- 1st multinational moving company to start the India operations in 1997
- ISO 14001 certified company in India & UAE
- Relocated 100,000 satisfied customers since inception
- 450 plus employees across India & Middle East
- Warehousing capacity exceeding 500,000 sq ft across India & Middle East

OUR GLOBAL AFFILIATIONS:

UAE : FIDI, IAM, ERC, EURA, OMNI, LACMA

INDIA : FIDI (*), IAM, EURA, ERC

KUWAIT & QATAR : IAM

International Relocation | Domestic Relocation | Office Relocation | Fine Art Handling | Settling - In Services
Storage & Warehousing | Information & Records Management | Industrial Packaging | Exhibition Handling

New Delhi* • Bangalore* • Chennai* • Pune • Mumbai* • Kolkata* • Hyderabad • Coimbatore
Varanasi • Ahmedabad • Jamshedpur • Dubai • Abu Dhabi • Doha • Kuwait



India: 1800-102-0110 • UAE: +971-4-8070584/88 • Qatar: +974-44338005
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Moving, Packing and Complete Relocation Services



We offer
relocation services
across India and
to more than
170 countries
worldwide

Why Choose Us?

- Part of US\$ 450 Million Freight Systems Group
- ISO 14001 certified company in India
- Spread over 11 cities in India
- More than 50,000 satisfied customers
- 2,00,000 sq. ft. of warehousing
- 380+ well trained, multilingual employees
- 50+ containerized vehicles
- Less than 5% damage claim

Our Services

International Moving • Domestic Moving • Pet Moving • Automobile Moving • Settling-In Services
Office Moving • Fine Art & Exhibition Handling • Industrial Packaging • Warehousing Solutions
Information & Records Management



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Email: sales@interemrelocations.com | Web: www.interemrelocations.com



The First Step
to a **Successful Relocation** is to choose **Interem**

WHY CHOOSE US?

- Part of US\$450 Million Freight Systems Group
- ISO 14001 certified company
- Multilingual staff from different nationalities
- Dedicated fleet of 60+ Interem vehicles
- 1,00,000+ Satisfied Customers
- Warehousing of more than 5,00,000 sq. ft.
- 450+ Employees
- Serving 100+ Fortune 500 Companies
- Less than 4% damage claim

OUR SERVICES

International Moving • Domestic Moving • Pet Moving • Automobile Moving • Settling-In Services • Office Moving
Fine Art & Exhibition Handling • Industrial Packaging • Warehousing Solutions
Information & Records Management

OUR GLOBAL AFFILIATIONS:



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Varanasi • Ahmedabad • Jamshedpur • Dubai* • Abu Dhabi • Doha • Kuwait

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- Marketing strategies were made for important partnerships and associations and then the relevant communication was being carried out.
- Communication material and presentations for various international markets were designed keeping in mind the nature of service being provided there.



INTEREM AT A GLANCE

- ▷ Interem is a leading multinational relocation company and offers relocation services to more than 170 countries worldwide
- ▷ Part of US \$ 450 Million Freight Systems group and a ISO 14001 certified company in UAE
- ▷ First operational in 1995 from Dubai, Interem today covers Abu Dhabi, UAE, India (11 offices), Kuwait and Qatar.
- ▷ FIDI, OMNI, IAM, ERC, Eura, LACMA accredited in different geographies. Dubai, Delhi / Gurgaon, Mumbai, Chennai and Bangalore are FIDI affiliated.





SERVICES OFFERED



PACKING AND
MOVING SERVICES



RELOCATION
SERVICES



CORPORATE/
BUSINESS MOVING



WAREHOUSING
SOLUTIONS



PROJECT
HANDLING



Footprint in 6 continents and 60 countries | Handle more than 25000 moves per annum across the world | Servicing 180 countries





EASING EVERY RELOCATION NEED IN QATAR



WHY CHOOSE US?

- Part of US\$ 450 Million Freight Systems Group
- A decade long presence in Qatar
- ISO 9001 Company
- Successfully relocated more than 20,000 families
- Experienced multilingual packing crew
- In-house customs clearance & freight forwarding
- 1,00,000 sq.ft. warehousing facility
- Less than 3% damage claim

OUR SERVICES

International Moving • Domestic Moving • Office Moving • Fine Art & Exhibition Handling
Warehousing Solutions • Industrial Packaging • Automobile Relocation

OUR CLIENTS



OUR GLOBAL AFFILIATIONS:



We offer relocation services to more than 170 countries worldwide

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www.interem.in

We are here
to lend a helping hand
when it's time to move

Interem ensures it's not just pack and move. Minute care and detailing is used to take care of your valuables while you are busy shifting cities or homes.

Trust Interem, Trust in the Best !

- Domestic Relocation
- Office Relocation
- Pet Relocation
- International Relocation
- Automobile Relocation
- Fine Art & Exhibition Handling
- Warehousing Solutions
- Records & Info Management



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**NO.1 RELOCATION PARTNER
IN QATAR**



Easing up your Relocation with
Customized Solutions

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Warehousing Solutions • Industrial Packaging • Automobile Relocation

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- International Relocation
- Automobile Relocation
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- Warehousing Solutions
- Records & Info Management



FIDI
Accredited



1,00,000
Satisfied Customers



Warehousing
Capacity >5,00,000 sq. ft.



450 Plus
Employees



Served 100 Fortune
500 Companies



Over 20 Years
in Relocation Services



95.5% Damage
Proof Relocation

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RELOCATE WITH **INTEREM**

SPECIAL OFFERS FOR ALL DEFENCE PERSONNEL

Win 6 PAYBACK Points for
every Rs. 100 spent

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FIDI
Accredited



1,00,000
Satisfied Customers



Warehousing
Capacity >5,00,000 sq. ft.



450 Plus
Employees



Served 100 Fortune
500 Companies



Over 20 Years
in Relocation Services



95.5% Damage
Proof Relocation



HERE TO THERE,
WE WILL HELP YOU EVERYWHERE
Efficient Relocation with Interem



WHY CHOOSE US?

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OUR SERVICES

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Office Moving • Fine Art & Exhibition Handling • Industrial Packaging • Warehousing Solutions
Information & Records Management

FEW OF OUR CLIENTS



OUR GLOBAL AFFILIATIONS:



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Varanasi • Ahmedabad • Jamshedpur

We offer relocation services to more than 170 countries worldwide



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- Strategic communication were derived for important partnerships
- PR exercise was carried out to create awareness around the brand

- Aggressive Digital marketing is done to deal with the fake Interems.
- Aggressive digital marketing is done in domestic as well as international markets

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NOT JUST MOVING, A PERFECT RELOCATION PARTNER
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Approximately
46%
of all moves are job-related

32% retirement

22%
other personal reasons.

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 95% Damage Free Relocation

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ACROSS THE GLOBE!**

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B2B COMMUNICATION

- Multiple Direct communication from the CEO's Desk were rolled out



Date:

To

Dear Friends,



Hello Friends,
Greetings from Interem!

“ We are a part of Freight Systems Group, a Dubai based multinational, founded in 1988, has grown rapidly in its range of services, turnover and geographic coverage. In a short span of time, we have established a strong global presence in 17 countries with over 40 offices. ”

We would like to thank for your unwavering support on our journey of becoming one of the leading Relocation companies serving locations within India and abroad seamlessly. As we celebrate 20 years of seamless service in the industry, we take this opportunity to thank you for your patronage over the years and helping us succeed.

INTEREM, a part of the FSL Group, is amongst the first few Multinational companies to have ventured into the Removals business to India in the year 1997 from Mumbai and quickly spread its wings to the other major metros like Gurgaon, Bangalore, Chennai, Hyderabad, Pune, Kolkata, Ahmedabad and Coimbatore. Our India operations alone have assisted in relocating household goods for more than 50,000 transferees since its inception in 1997. Today the division can pride themselves of continuing relationships with more than 200+ Multinational and Blue Chip companies in India. We are a part of Freight Systems Group, a Dubai based multinational, founded in 1988, has grown rapidly in its range of services, turnover and geographic coverage. In a short span of time, we have established a strong global presence in 17 countries with over 40 offices.

We adhere to our core philosophy of continually improving and innovating. By providing superior and efficient services that meet the ever changing needs of our current as well as prospective clients, we make relocation a seamless process. Guided by the relentless focus of our visions and values, we aspire to be the most preferred relocation experts.

We plan to keep our business and relation growing with you and continue to provide you nothing less than the best. With your support, we wish to explore new heights this year.

Thanking You Once Again.

Rahul Pillai
(Managing Director - Interem)



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Date:

To

Dear Friends,



Hello Friends,
Greetings from Interem!

“ The members can enjoy benefits of special partnership and catalogue deals in multiple redemption channels including online and offline across categories. ”

We would like to welcome you on board. As you join us on our journey of being the most preferred relocation experts around the world, we want you to gain a better insight into our operations. In the last 18 years, our company in India has become a leading relocation company offering one stop solutions for all relocation needs across major cities in India. With offices spread over 10 cities in India coupled with 400000 sq ft of warehousing & 300 plus employees, we offer tailor made solutions to all our customers.

Owing to our expertise and commitment, we have established a strong presence in Middle East & India. Having started our operations in 1995 from Dubai, our company today boasts of more than a lakh satisfied customers and is one of the safest choices to move goods. By providing superior and efficient services that meet the ever changing needs of our current as well as prospective clients, we make relocation a seamless process.

We are proud to announce our collaboration with PAYBACK, India's largest multi-brand loyalty Program which is a Subsidiary of American Express. This first of its kind program in the relocation industry will enable consumers to redeem their PAYBACK Points with Interem Relocations. The members can enjoy benefits of special partnership and catalogue deals in multiple redemption channels including online and offline across categories.

Through this partnership we have taken yet another step forward in engaging with the corporate customers and creating unique experiences for them. We look forward to this collaboration as a significant value driver for our business and a platform to engage our employees and clients in the business-to-business as well as business-to-consumer space.

We hope that you will find our profile in line with your expectations to avail any of our services and serve you with the best. In case you wish to know more, write to us or give us a call and our team would be more than happy to be of assistance and take care of all your requirements.

Thanking You Once Again.

Rahul Pillai
(Managing Director - Interem)

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B2B COMMUNICATION

- Internal communication was channelized. Internal branding exercise was carried out. Truck branding, uniforms, corporate requirements etc.. everything was handled by Flags
- Lot of focus was given to the employee communication

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From The CEO's Desk



"Efforts and courage are not enough without purpose and direction."

- John F. Kennedy

Dear Friends,

Let me begin by stating that, no matter what we all do, we need to have a set purpose. Once you have a set purpose, you will know what needs to be done for your progress. Without a clear purpose, you may go haywire and it may get difficult to reach your goal.

We at Interem have to work as a team, and it is true that we all have our own objectives to reach. Therefore, having a clear purpose makes the deliverables more accurate and precise. Your purpose is your own. It is what makes you, your trials, your accomplishments, your failures, your personality, your goals, etc. Without a purpose, you may get caught up in things that may pause your growth; both personal and professional.

Therefore, every individual in every department should have a purpose for what they are doing. It is only then that one can excel. Purpose will generate excitement which will enable you to leap ahead. This will also help you develop endurance, and save you from quitting on things. It is true that you may keep facing challenges; however, a conscience with a purpose will help you in overcoming any kind of challenge.

Your purpose will motivate you for everything that you do and will enhance your performance up to many levels. Every strong leader knows their purpose and I believe you all are leaders in your own respective field.

Therefore, on this note, I would like to conclude by stating that know your purpose and you will know where to head. All the best!

Rahul Pillai

Best Wishes,
Rahul Pillai, CEO

Success demands singleness of Purpose!

02 WORK ANNIVERSARIES

NAME	D.O.B	LOCATION	SERVICE
Ashok More	01-Apr-98	Mumbai	20 Yrs
Anant Surve	01-Apr-98	Mumbai	20 Yrs
Sandeep Gaikwad	01-Apr-00	Mumbai	18 Yrs
Vasant Panchal	01-Apr-00	Mumbai	18 Yrs
Santosh Salekar	01-Apr-02	Mumbai	16 Yrs
Dilip Prajapati	01-Apr-02	Mumbai	16 Yrs
Motiram Arde	01-Apr-04	Mumbai	14 Yrs
Philip Cherian	01-Apr-07	Mumbai	11 Yrs
Narayanawamy	01-Apr-07	Bangalore	11 Yrs
Prem Bahadur Singh	01-Apr-02	Gurgaon	16 Yrs
S.S. Rawat	01-Apr-07	Gurgaon	11 Yrs
Sohan Singh	01-Apr-07	Gurgaon	11 Yrs
Shiv Kumar	01-Apr-07	Hyderabad	11 Yrs
Shiv Kumar	02-Apr-07	Gurgaon	11 Yrs
Reginald Lobo	04-Apr-16	Mumbai	02 Yrs
Dattaram Pawar	12-Apr-99	Mumbai	19 Yrs
Jitendra Prasad	12-Apr-10	Bangalore	08 Yrs

03 APRIL BIRTHDAYS

NAME	DATE	LOCATION
Walter Fernandes	01st April	Mumbai
Suman Prasai	02nd April	Doha
Prabhakar Taur	05th April	Mumbai
Santosh Parthe	07th April	Mumbai
Roopu Changaramkumarath	12th April	Dubai
Sukhdev Yadav	12th April	Gurgaon
Reginald Lobo	24th April	Mumbai

InteremTIMES

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FROM THE CEO'S DESK

"With the new day comes new strength and new thoughts". - Eleanor Roosevelt

Dear Colleagues,

Every day I wake up not to do business. I wake up to plan my whole day. That's how strategies are made. Unless I plan it, I feel that I'm disobedient to myself. I find everything unorganised and that demotivates me. But when I plan my whole day from the breakfast table to bid the twilight, things come to me strategically. I feel that I succeeded against all odds. To me I've been my own mentor.

At Interem I wanted to see the same in every colleague. The fact is business will follow itself when you are disciplined. And when I say so, I mean one has to be disciplined not just in his professional life but personal life as well. Every day as you start your journey try to score yourself. Remember no one is perfect. You can strengthen yourself when you work on your weaknesses and enhance your knowledge.

I hope to see you all in the freshness of your mind each day you wake up.

Rahul Pillai

Best Wishes,
Rahul Pillai, CEO

02 WORK ANNIVERSARIES

NAME	D.O.B	LOCATION	SERVICE
Sayu Lakshmi	01-Jun-11	Coimbatore	06 yrs
Naveen Bhandari	01-Jun-05	Gurgaon	12 yrs
Basant Lal	01-Jun-05	Gurgaon	12 yrs
Narayan Rao	01-Jun-05	Bangalore	12 yrs
Mahesh Choudhary	01-Jun-07	Mumbai	10 yrs
G. Prakash	01-Jun-10	Chennai	07 yrs
Gerard James	04-Jun-10	Chennai	07 yrs
Cherylene	04-Jun-08	Abu Dhabi	09 yrs
Vivian Felix	08-Jun-15	Dubai	02 yrs
S.Sarvanan	15-Jun-10	Chennai	07 yrs
Asit Bhatnagar	17-Jun-02	Gurgaon	15 yrs
P. Godwill Kumar	18-Jun-12	Chennai	05 yrs
Rajaradha Krishnan	10-Jun-13	Gurgaon	04 yrs

03 JUNE BIRTHDAYS

NAME	DATE	LOCATION
Pradeep Shanmugham	01st June	Doha
Motiram Arde	01st June	Mumbai
Dattaram Pawar	01st June	Mumbai
S. Selvakumar (SSK)	01st June	Chennai
Shree Prakash Mishra	01st June	Allahabad
Subodh Kumar	02nd June	Gurgaon
Deepak Ranjan Ram	02nd June	Bangalore
Arun K Metipalli	05th June	Bangalore
Munnuru Jaipal	07th June	Hyderabad
Kailash (Baban) Godke	11th June	Mumbai
Bharat Mehta	12th June	Ahmedabad
Bijay Jumar Ghadai	15th June	Gurgaon
Aiswarya Nareesh	16th June	Mumbai
Gerard James	25th June	Chennai
Anil Kumar	27th June	Gurgaon
B.M. Srinivas Rao	27th June	Hyderabad
Basant Lal	28th June	Gurgaon
Elizer Babu	30th June	Doha

01 THOUGHT OF THE MONTH

"The butterfly counts not months but moments, and has time enough."

04 INTEREM: MAKING RELOCATING EASY

Packing and moving is not a very pleasing task. It is a discouraging responsibility that makes you mentally tense and physically tired. Be it a shorter distance or within the geographical boundary of the country or overseas relocation, it unravels many unwanted problems. So, it is better to make your relocation stress free with the help of reputed moving companies. Hiring relocation services ensure a safe and secure transfer of your goods to their destination. Moving companies are playing a vital role in almost every field now-a-days. Be it relocating an office,

settling-in of a household, commercial shifting, etc, they are providing their invaluable services to people to make the relocation easier and hassle free. Interem packers and movers are experts in relocation and work on the entire task with utmost care and affection. They are equipped with modern tools and technology to handle different kinds of relocation services in an easier way. With the help of these tools and equipments, Interem is able to load, unload and even pack the goods with proper care.

Interem helps you with each and every relocation requirement. Be it moving of goods within the national boundary or overseas, Interem is always ready to cope with the requirements of the customers. They provide wide range of packing and moving services such as:

SETTLING-IN SERVICES

INTERNATIONAL RELOCATION SERVICE

DOMESTIC RELOCATION

PET RELOCATION

AUTOMOBILE RELOCATION

FINE ART & EXHIBITION HANDLING

OFFICE ASSET RELOCATION

INDUSTRIAL PACKAGING

INFORMATION & RECORDS MANAGEMENT

STORAGE & WAREHOUSING

Interem has a team of highly skilled professional experts that carry out these services with proper care and supervision. Workers of the company do give a personal touch while undertaking the process of packing, loading, unloading and unpacking of goods. Interem packers and movers ensure utmost care while undertaking the packing and moving services.

Being part of the US \$ 400 million Freight Systems Group, Interem has an unmatched edge in the worldwide sea transportation and air shipping network, making them one of the fastest providers of relocation services. Their

association with the world's leading freight company has always helped them in effortless coordination, quick transport and relocations anywhere in the world. Interem is acknowledged as one of the safest relocation service providers worldwide, and has been accredited as an FAIM ISO Certified Removal Company by FIDI. This audit was conducted by Cap Gemini and Ernst & Young to judge the company's performance through the industry benchmarks, such as business expertise, resources, services, quality and environment. Interem packers and movers will take care of all your relocation problems.



Plot No. 14, Electronics Hardware Technology Park, Sector 34, Gurgaon - 122 001, Haryana.
Email: info@interemrelocations.com

Toll Free No.: 1800 102 0110



Interem TIMES

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FROM DIRECTOR'S DESK



Hello Friends,
Greetings from Interem!
We would like to thank for your unwavering support on our journey of becoming one of the leading Relocation companies serving locations within India and abroad seamlessly. We have earned the trust and confidence of companies and been relied upon time and time again for our uncompromising commitment to quality service.

INTEREM- International Removals Division of Freight Systems, a part of the FSI Group, is amongst the first few Multinational companies to have ventured into the Removals business in India in the year 1997 from Mumbai and quickly spread its wings to the other major metros like Gurgaon, Bangalore, Chennai, Hyderabad, Pune, Kolkata, Ahmedabad and Coimbatore. Our India operations alone have assisted in relocating household goods for more than 50,000 transferees since its inception in 1997. Today the division can pride themselves of continuing relationships with more than 200+ Multinational and Blue Chip companies in India.

We are a part of Freight Systems Group, a Dubai based multinational, founded in 1968, has grown rapidly in its range of services, turnover and geographic coverage. FSI has interests in Shipping, Freight Forwarding, Logistics, Warehousing & Distribution, Buyer Consolidation, Removals - International, Domestic and Local Office Relocation, Storage, Long Term and Short Term besides many others. In this short span, we have established a strong global presence in 17 countries with over 40 offices.

We adhere to our core philosophy of continually improving and innovating. By providing superior and efficient services that meet the ever changing needs of our current as well as prospective clients, we make relocation a seamless process. Guided by the relentless focus of our visions and values, we aspire to be the most preferred relocation experts.

We hope that you will find our profile in line with your expectations to avail any of our services, be it for your domestic or international relocation contracts, any of your forthcoming office relocation or IT infrastructure migration projects in pipeline.

In case you wish to know more, write to us or give us a call and our team would be more than happy to be of assistance and take care of all your requirements.

Best Wishes,
Rahul Pillai, Director

01 RELOCATE STRESS-FREE WITH INTEREM

Interem is a leading global relocation services company in the world and has successfully helped millions of families and businesses relocate across the globe. Starting its operations from Dubai in 1995, Interem has today expanded to offer relocation services to more than 170 countries. Being associated with the US \$400 million Freight Systems Group, Interem has a cut above the rest in the arena of worldwide sea and air freight network. This association has enabled the company in seamlessly carrying out quick transport and relocations just about anywhere in the world. With its commitment to deliver quality service through teamwork, integrity and cooperation, Interem delivers comprehensive relocation services of exceptional value.

Interem offers a host of relocation services such as International, domestic, office, automobile, pet, and fine arts relocation. The company also offers information management and world-class storage & warehousing solutions. Interem caters to the needs of individuals as well as large multinational corporations around the world. Acknowledged as one of the safest relocation service providers worldwide, Interem has been accredited as an FAIM ISO Certified Removal Company by FIDI. Interem boasts of an impressive clientele of companies such as Aircel, BMW, Amex, Bank of America, Aditya Birla Group, Aon Hewitt, to name a few.

If a stress-free relocation is what you want, then rely on Interem. Not only will your goods and most cherished possessions will be packed with the highest quality packaging materials but they will also be arranged by Interem's expert packers at the destination while you sit back and relish your new surroundings.



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02 QUICK & EASY RELOCATION WITH INTEREM

Interem packers and movers are more than just relocation experts who have been out there for over two decades and helped millions of families and businesses to relocate across the globe. Relocation is more than just a change in geographical settings and moving your furniture, but it can also be a change in culture and can involve adapting to a new living style and much more. Interem's solutions guarantee an unmatched domestic and international relocation to individuals as well as small businesses and large multinational corporations around the world.



They offer a wide range of relocation services like:-

Settling - in Services

International Relocation

Domestic Relocation

Pet Relocation

Automobile Relocation

Office Asset Relocation

Fine Art and Exhibition Handling

Industrial Packaging

Information and Records Management

Storage and Warehousing



FIDI
Accredited



400 Plus
Employees



93.6% Damage
Proof Relocation



Over 19+ Years
in Relocation Services



1,00,000
Satisfied Customers

Their clientele comprises of multinational corporations like Abu Dhabi Aviation, the Aditya Birla Group, Aircel, BMW, Bank of America, Aircel, Bharat Enterprises and a lot more.

They offer one of the most secure and cost effective shipping and storage solutions worldwide that can be customized to suit your needs best.

Interem provides unique and flexible relocation services, with advanced technology and customized solutions for each customer making their move simple and stress free, a single point for a complete array of resources. Interem consists of a team that is committed to achieving quality through teamwork, integrity, cooperation and continuous improvement.

With Interem you will experience a trouble free and convenient relocation.

www.interemrelocations.com

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03 INTEREM - THE PREFERRED CHOICE WHEN YOU HAVE TO MOVE

Interem is a leading Global relocation company that found its roots in Dubai in the year 1995. Due to being closely associated with the US \$400 million Freight Systems Group, Interem has an edge over its competitors in the field of worldwide sea and air freight network. This association has allowed the company to relocate and move items quickly with ease around the globe. With its commitment to deliver quality service through teamwork, integrity, and cooperation, the company delivers on its promise of comprehensive relocation services of exceptional value and due to its organized structure, Interem has today expanded its services to more than 170 countries.

Interem provides a range of relocation services pertaining to International, domestic, office, automobile, pet, and fine arts

relocation. Held as one of the safest relocation companies, Interem has been accredited as an FAIM ISO Certified Removal Company by FIDI. Interem has an interesting list of clientele under its belt such as Aircel, BMW, Amex, Bank of America, Aditya Birla Group, Aon Hewitt, to name a few.



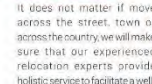
Here are the mainstay services provided by Interem

International Relocation:



Through the help of our global network, we provide international home relocation and office relocation solutions that have assisted clients to settle into new locations with relative ease.

Domestic Relocation:



It does not matter if move across the street, town or across the country, we will make sure that our experienced relocation experts provide holistic services to facilitate a well-planned, safe and secure moving of your items of possession.

Office Relocation:



Office relocation can be as tricky as it sounds due to the variability of office spaces and the size of the entire office as a whole. Interem helps organizations to seamlessly make the move to any location, domestic or international. Whether you are a small company or a big multinational corporation, Interem can handle it all.

Automobile Relocation:

It does not matter whether you're moving with your possessions and your vehicle or just your vehicle alone, Interem ensures safe transportation without causing any damages to the vehicle. With years of experience in catering to the vehicle moving needs of individuals and corporate clients alike, we are more than well-equipped to transport your car or motorcycle.



Pet Relocation:




Moving pets require a higher level of specialization as only properly trained individuals are capable of ensuring that the pets will enjoy a comfortable journey while relocating. If you want your pet to be relocated to anywhere across the globe, our team of experienced pet experts can ensure that your pet travels comfortably anywhere across the globe.

So are you planning to move somewhere in the near future? If so, you can rely on Interem to get your items of possession to any part of the world safely. We provide all the important logistics and man-power required to pull-off a move to any state, country or continent so that the load is taken off of you.



B2B COMMUNICATION

- Brand achievements and accreditations/ certifications were being communicated to the stakeholders.
- Trade magazines and other communication mediums were used for communicating brand usp's.
- Events were organised to get the stakeholders together.
- Lot of emphasis was given on agent communication as that was the key.



Jingle All The Way with Interem

Refer a friend and you will get **10% payback** referral points

Refer your friend and once he/she avails of relocation services from interem, you will be credited 10% of the relocation amount as payback referral points.

*Offer valid for employees of GE only.

T & C APPLY

OUR GLOBAL AFFILIATIONS:

UAE : FIDI, IAM, BAR, ERC, EURA, OMNI, LACMA
INDIA : FIDI, IAM, ERC, EURA
KUWAIT & QATAR : IAM

International Relocation | Domestic Relocation | Office Relocation | Fine Art Handling | Settling-In Services
 Storage & Warehousing | Information & Records Management | Industrial Packaging | Exhibition Handling

New Delhi • Bangalore • Chennai • Pune • Mumbai • Kolkata • Hyderabad • Coimbatore • Dubai • Abu Dhabi • Doha • Kuwait

India: 1800-102-0110 • UAE: +971-4-8070584/88 • Qatar: +974-44338005
 Email: sales@interemrelocations.com | Web.: www.interemrelocations.com




It's PAYBACK Time at Interem

Interem launches a one-of-a-kind Loyalty Card Program in partnership with PAYBACK. All Interem Relocation customers can earn and accrue points and redeem the same against merchants across the country. Members can enjoy benefits such as special partnership and catalogue deals in multiple redemption channels including online and offline across categories.

For every Rs. 100 spent win **6 PAYBACK Points**

SO WHAT ARE YOU WAITING FOR?

Each time you relocate, we pay you back with goodness!
 It's PAYBACK Time at Interem!

Now Refer a Friend & Earn **3 Points** for every **100 Rupees** spent by him/her with Interem

Servicing 170+ countries across the globe

India: 1800-102-0110
 Email: sales@interemrelocations.com | Web.: www.interemrelocations.com

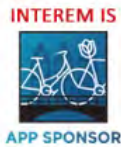
New Delhi • Bangalore • Chennai • Pune • Mumbai • Kolkata • Hyderabad • Coimbatore • Ahmedabad













INVITING PARTNERS


INTEREM - THE BEST CHOICE FOR A SEAMLESS MOVE ACROSS INDIA, UAE, QATAR, KUWAIT

Write to us on lakshmi.hari@interemrelocations.com for a meeting confirmation

New Delhi* ■ Bengaluru* ■ Chennai* ■ Pune ■ Mumbai* ■ Kolkata ■ Hyderabad ■ Coimbatore ■ Varanasi ■ Ahmedabad ■ Jamshedpur ■ Dubai* ■ Abu Dhabi ■ Doha ■ Kuwait
Email : enquiry@interemrelocations.com ■ www.interemrelocations.com

*FIDI Offices



HAPPY REPUBLIC DAY!

YOUR PERFECT RELOCATION PARTNER IN INDIA AND MIDDLE EAST

All offices will be closed on 26th January 2017 on account of **REPUBLIC DAY (National Festival)**

FOR THE 1ST TIME IN INDIAN HISTORY
The heads of state or government of 10 ASEAN Nations will be part of the 69th Republic Day Parade. The member nations are Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

OUR GLOBAL AFFILIATIONS : UAE : FIDI, IAM, ERC, EURA, OMNI, LACMA | INDIA : FIDI, IAM, ERC, EURA | KUWAIT & QATAR : IAM
INDIA: New Delhi ■ Bengaluru ■ Chennai ■ Pune ■ Mumbai ■ Kolkata ■ Hyderabad ■ Coimbatore ■ Varanasi ■ Ahmedabad ■ Jamshedpur | UAE: Dubai ■ Abu Dhabi | QATAR: Doha ■ KUWAIT
For any urgent matters, please contact us on enquiry@interemrelocations.com or Mobile : +919655911330.



www.interemrelocations.com

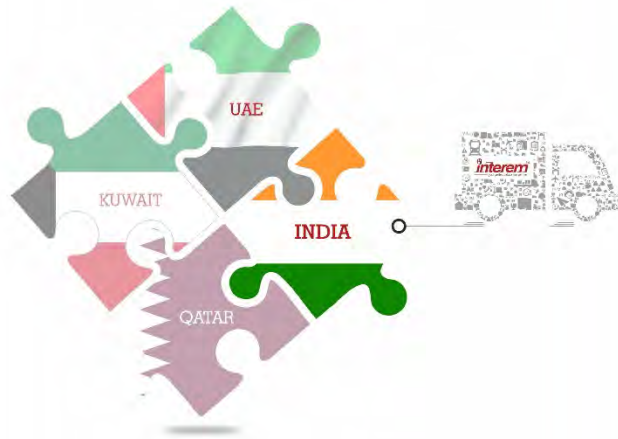
KIND ATTENTION

Please be advised that liners have started accepting export shipment from Doha. All the export/ import shipments will be routed via Salalah, Oman. Additional charges, as applicable, will be advised on case to case basis.

Please do feel free to contact us if you require any further clarification

☎ 974 33723209 ✉ pradeep.shanmughan@interemrelocations.com





INTEREM Offices

New Delhi* • Bengaluru* • Chennai* • Pune • Mumbai* • Kolkata • Hyderabad • Coimbatore • Varanasi
Ahmedabad • Jamshedpur • Dubai* • Abu Dhabi • Doha • Kuwait
(*FIDI Offices)

India: 1800-102-0110 • UAE / Kuwait: +971 50 6245107 • Qatar: +974 33723209 | Email: enquiry@interemrelocations.com | Web: www.interemrelocations.com

SNAPSHOT INTEREM, INDIA

UAE - Global Head Quarter

Delhi/Gurgaon - India Head Quarter
(National Capital Region)

20 years - Years of operations in India
(1st MNC to start India operations in 1997)

10000 - Shipments being handled every year in India
(Handled more than 100000 plus families since inception)

12 - No. of branches in India

380 plus - No. of employees in India

50 - No. of closed body containers in India

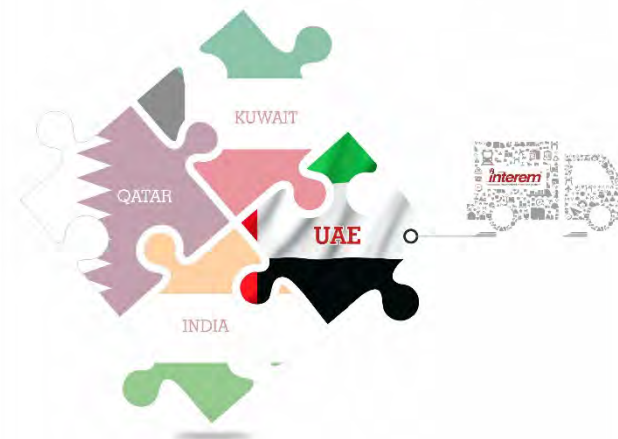
500000 sq. ft. - Warehousing space in India

2 - No. of Expat working in India

FIDI, IAM, ERC, EURA, IATA
Affiliations

Household Goods Moving, Fine Art Handling,
Relocation Service, Storage Solutions, Office & Data
Centre Moving, Industrial packaging.

Services being offered



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SNAPSHOT INTEREM, UAE

Dubai
Our Global Headquarters

23 years
of operations in UAE

40000+
shipments handled only in UAE

75 employees

20 closed body trucks

500000 sq. ft. warehouse space,
including option of temperature control

ISO 14001 certified

Affiliated to **OMNI, FIDI, IAM, LACMA**

1st FIDI ISO certified company in UAE

Key Contact Details



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Head - Agent Pricing
(India and ME) - Ms. Lakshmi Hari
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CEO
Mr. Rahul Pillai
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Mob: +91 9810109873

Group Affiliations & Certifications



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Email: enquiry@interemrelocations.com | Web: www.interemrelocations.com



The First Step to a
Successful Relocation is to choose



www.interemrelocations.com



Part of the **US \$450 million company Freight Systems Group**
More than 1,00,000 satisfied customers

Having started operations in 1995 from Dubai, Interem was one of the 1st MNCs to venture into the relocation business in India in the year 1997. In a span of 20 years, we have spread our wings to cover major cities in India, as well as, Kuwait and Qatar in the Middle East.

With offices spread over 15 locations in India & Middle East, coupled with 6,00,000 sq. ft. of warehousing, 450 plus employees & 60 plus containerized vehicles we can offer tailor made solutions to all our customers.

Our Services

1

PACKING & MOVING SERVICES

International Moving • Domestic Moving • Local Moving • Automobile Moving Pet Moving

2

RELOCATION SERVICES

Settling-in service • Orientation • Home Search • School Search • Immigration Support- FRR0 / Visa Ext • Repatriation

3

WAREHOUSING SOLUTIONS

Household Goods Storage • Records Storage • Sample Storage • Promotional Items Storage • Temperature Controlled Storage • Inventory Management Retrieval Services • Repackaging • Fine Art Storage

4

PROJECT HANDLING

Office Asset Moving • Data Centre Migration • Asset Tagging & Management Industrial Packaging • Factory Shifting • Vacuum Packing & Industrial Crating Fine Art & Exhibition Handling

Interem Offices

Global HQ - Dubai, UAE (FIDI Affiliated)

Plot M-00539, Street 732, Near Lipton Round About 13, P.O. Box 61243, Jebel Ali, Dubai, UAE

Kuwait

P.O. Box. 227, Abdullah Al Mubarak - 86353, Kuwait

Other Offices

- Abu Dhabi, UAE
- Mumbai (FIDI Affiliated)
- Bangalore (FIDI Affiliated)
- Chennai (FIDI Affiliated)
- Pune
- Kolkata

India HQ - Gurgaon (FIDI Affiliated)

Plot No. 14, Electronic Hardware Technology Park, Sector 34, Gurgaon - 122001, Haryana

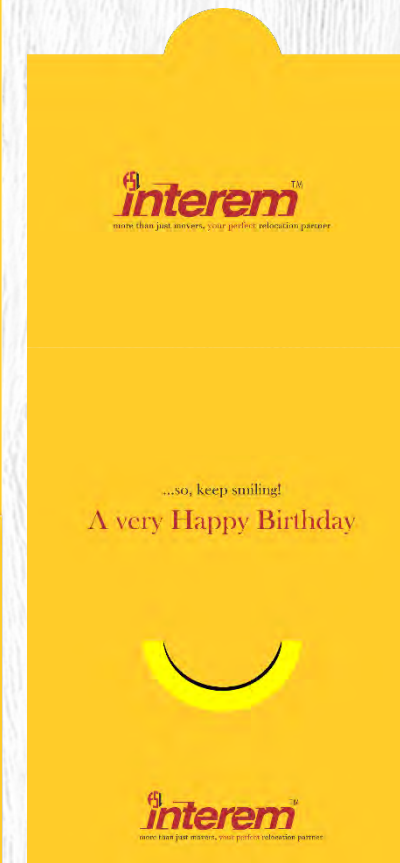
Qatar

P.O. Box 37397, Level 3, Al Muraikh Tower, Al Salata Area, Corniche, Doha, Qatar

- Hyderabad
- Coimbatore
- Varanasi
- Ahmedabad
- Jamshedpur

Contact us on: enquiry@interemrelocations.com





ACHIEVEMENT/ SUCCESS STORY

- There is a visible change in Interem from Pre Flags to post Flags era
- Interem has largely got rid of their biggest problem of how to handle fake Interems
- The corporate feeling is much visible in everything the organisation does today even to the end customer
- Excellent ROI achieved for the undertaken marketing efforts
- Last but not the least, 4 years down the line, Flags is still the Marcom agency for the company

*Flags Communications takes immense pride in our association
with Interem Relocations.*

*We share excellent rapo with the brand and the story
continues...*



We had a challenge in hand for onboarding an agency which understood both B2B & B2C Marketing. Not just that, it required to have an acumen of International & Domestic marketing too. Flags turned out to be the best bet for us, as they just didn't understand our business and growth plan but also created an excellent way forward strategy . We continue to grow across the markets we operate in and we value our journey with Flags a lot . We look forward to many more years with them as our marcom partners.

RAHUL PILLAI
CEO

THANK YOU

LET'S CONNECT @ 09310055885