



cold chain and retail distribution. The Group has entered into MoUs with international partners for bringing in very unique products which will facilitate its exponential growth over the next four years.

Taking cue from RS Bedi, HS Bedi added, "We have penetrated into new verticals of pharma and exhibitions. We have recently become an

International Exhibition Logistics Associates (IELA) member and are now targetting to become the largest service providers in the exhibitions vertical." IELA is a world-wide trade association dedicated to enhancing the professionalism of transportation logistics and freight handling segments of the exhibition industry. After its association with IELA, PS Bedi & Co, has chalked out an

aggressive agenda to take leadership in this specialised field through its network of 16 branches, extensive infrastructure and equipment, renowned international partners and a team of experienced professionals with a passion to be No. 1.

In another niche vertical PS Bedi



HS Bedi

We have also been able to position ourselves as the largest service provider for equipment in the security and defence domain

"PSBediGroup has diversified interests with investments not only in the logistics business, but also in the fields of project support, hospitality, real estate and international trading. In the logistics domain we are not into volume business and do not include freight revenues in our top line. It is for this reason that we are not listed in any freight related industry raking either of air or ocean movements. Therefore, completely excluding freight revenues, our


Expertise in project cargo handling

■ A knowledge based organisation with over 5000 man-years of collective team experience, the Group has in the last 33 years handled over 250 projects and serviced some of the largest multinational and national organisations in the verticals relating to Power, Auto, Telecom, Metals, Infrastructure and Projects involving heavy load over dimensional cargo & second-hand machinery.

■ One of the specialisation of the Group is in handling second-hand machinery. As for special projects, the company has been associated with many prestigious events such as the bringing in of 'Asimo', the Robot Diplomat of Japan to meet the then President of India, Dr. Abdul Kalam; the demonstration of 'Nano' car to Gordon Brown, Prime Minister of UK; the 1st Indo Asean Car Rally flagged off by Manmohan Singh, the Prime Minister of India.

Group is now approved by the security agencies of the governments of many countries for handling their classified movements. "We have also been able to position ourselves as amongst the largest service provider for equipment in the security and defence domain and even more so in handling confidential cargo," informed HS Bedi.

Speaking about the internal strength, which comprises experts in niche areas RS Bedi informed that the company team comprises of experts of niche areas. These team leaders are from Core Management Team (CMT) and each one of them is a 'Business Head' not only for exponential corporate growth but also for an all inclusive growth. This initiative has created a strong inertia of ownership amongst each employee of the Group's logistics business and the company endeavours to become the best employer in this business domain.



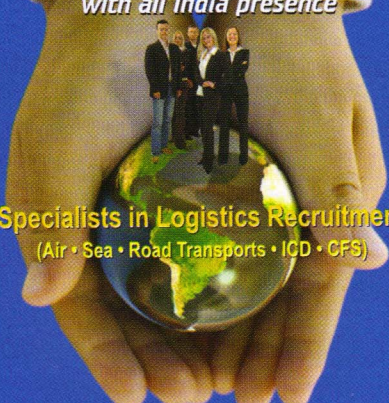
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