

Details, Details: Getting Personal at Globe Moving & Storage Co. Pvt. Ltd.

By Joyce Dexter, Editor, *The Portal*

Ajit Venkatesh learned his trade from a man he considers a master: his father.

“My dad was a pioneer in the moving business in India,” he explains. “He is very meticulous and systematic, and he’s my guru. His support and advice have played an important role in my business success today. He always taught me to lead by example, specified the importance of time and nurtured in me the importance of valuing the customer.”

S. Ramachandran has become known for a command of detail that sets **Globe Moving & Storage Co.** apart from its competitors, said his son during an interview with *The Portal* at the IAM Annual Meeting in San Diego. “He believed in providing excellence and personalized service to all his customers, rather than having too many accounts and not being able to provide the high quality standard that he wanted to maintain,” Venkatesh noted. “He knew his customers and accounts well and always put them ahead of anything else.”

Ajit Venkatesh joined what was then Globe Packers in 1998. In 2001, the company’s name was changed to Globe Moving & Storage Co. Pvt. Ltd. At the time, it mainly handled domestic moving. But once Ajit—armed with a master’s degree in international marketing he earned attending university in Cardiff, Wales—was brought on board, the company broadened its reach. Originally launched in Bangalore, India, Globe now has offices—a total of eight—in all the major cities in India, and employs about 250 people.

“We made a lot of changes to broaden our scope of activities,” he says. “We became a member of IAM and BAR [British Association of Removers]. We also got our ISO certification,



S. Ramachandran (seated), Globe Moving & Storage Co.’s chairman and managing director, founded the company. Also pictured are his son, Ajit Venkatesh, director, and Roopa Vekat, director.

which made the process of getting FIDI-FAIM certification easier. In the early days, we used to cater to individual customers but now our client base comprises several large corporations.”

Like nearly all sons and daughters destined one day to lead the family business, Venkatesh acquired his industry skills and knowledge from the ground up. “I used to go with my dad on surveys,” he recalls. “Back then, I was a packing crew supervisor, sleeping in the back of the trucks.” Today he is director of Globe Moving & Storage Co.

The company, Venkatesh says, is poised to seize the opportunities emerging in a rapidly evolving market. “We have a new

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