BSR GROUP

Dubai · United Arab Emirates

2026

COMPANY PROFILE

EMPOWERING LIVES, SECURING FUTURES

BSR SECURITY SERVICES L.L.C

Security services · Dubai

RAMANA CHITLA FACILITIES MANAGEMENT

Manpower outsourcing · Dubai

LIFE CARE HOME HEALTH SERVICES

Home healthcare · Ras Al Khaimah

ZAYCHEM DRUG STORE FZE

Drugstore & pharmaceutical trading · Dubai

WHO WE ARE

A UAE GROUP BUILT ON TRUST, DISCIPLINE AND CARE.

BSR Group is a diversified UAE business group delivering professional security services, manpower outsourcing, home healthcare and pharmaceutical trading.

The group began in Dubai in 2021 with BSR Security Services, built on a simple belief: people and businesses deserve protection they can depend on. That same discipline now guides every company in the group.

Today BSR Group delivers security services from its head office in Al Karama, Dubai, manpower outsourcing through Ramana Chitla Facilities Management Services in Bur Dubai, home healthcare from Ras Al Khaimah through Life Care Home Health Services, and drugstore and pharmaceutical trading through Zaychem Drug Store FZE in Dubai International City. Clients benefit from specialist expertise in each field, with the accountability of a single group.



2021
ESTABLISHED IN DUBAI

4
LICENSED UAE COMPANIES

4
CORE BUSINESS SERVICES

24/7
SECURITY OPERATIONS

OUR VISION
To be the UAE's most trusted group for security, workforce and healthcare services, recognised for integrity and dependable delivery.

OUR MISSION
To protect properties, power businesses with the right people and care for families at home, through licensed operations, trained teams and personal service.

OUR COMMITMENT
Every client receives a tailored solution, a single point of contact and a team that responds quickly when it matters most.

CORE VALUES

INTEGRITY
We do what we say, and we say it honestly.

DISCIPLINE
Clear processes, trained people, consistent results.

CARE
Every client, patient and employee treated with respect.

ACCOUNTABILITY
One group, one contact, full responsibility.

EXCELLENCE
We review, improve and raise our standards every year.



DR. SUDHAKAR BEERAM REDDY

Founder & Managing Director, BSR Group

PROFILE

Founder of BSR Security Services in Dubai and the leader of BSR Group. An engineer by training, he has built technology-driven service businesses in security and workforce, healthcare, logistics and infrastructure, with ventures in the UAE, India and internationally.

He is also a producer of Telugu feature films, including *Subrahmanyapuram* (2018) and *Shekar* (2022).

MANAGING DIRECTOR'S MESSAGE

BUILDING A GROUP PEOPLE CAN TRUST.

> **"WHEN I FOUNDED BSR, I WANTED TO BUILD A COMPANY THAT PEOPLE COULD TRUST WITH WHAT MATTERS MOST TO THEM: THEIR BUILDINGS, THEIR BUSINESSES AND THEIR FAMILIES."**

That belief has shaped BSR Group from its first day. Our vision is to be the UAE's most trusted group for security, workforce and healthcare services. Our mission is to deliver that trust through licensed operations, carefully selected and trained people, and a personal commitment to every client.

Each company in the group brings specialist expertise: BSR Security Services protects buildings, businesses, events and VIPs; Ramana Chitla Facilities Management Services supplies the workforce our clients need; Life Care Home Health Services brings qualified care into patients' homes; and Zaychem Drug Store FZE supplies the healthcare trade with care and compliance.

We measure our success by the confidence of our clients. Over the coming years we will continue to invest in training, technology and service quality, expand our capabilities across the Emirates, and build long-term partnerships founded on integrity and results.

On behalf of everyone at BSR Group, thank you for your trust. We look forward to serving you.

DR. SUDHAKAR BEERAM REDDY

Founder & Managing Director

SECURITY & WORKFORCE
Founding member and Managing Director, BSR Security Services.

HEALTHCARE
Life Care Home Health Services, Zaychem Drug Store FZE and Cureasy Healthcare.

TECHNOLOGY
Digital operating systems and workforce scheduling for service businesses.

LOGISTICS & INFRASTRUCTURE
Ventures in cargo, construction and property development.

OUR GROUP COMPANIES

LICENSED SPECIALISTS UNDER ONE NAME.

Each BSR Group company is licensed by the relevant UAE authority and run to the standards of its sector.

DUBAI · SECURITY SERVICES

B S R SECURITY SERVICES L.L.C

LICENCE	Department of Economy and Tourism, Dubai · No. 1008389 · since 2021
LICENSED ACTIVITIES	General Security Guard Services · Event Security & Bodyguard Services · Building Cleaning Services
ADDRESS	M-01, Al Khayyal Building, 15B Street, Al Karama, Dubai
WEBSITE	bsrsecurityservices.com

DUBAI · MANPOWER OUTSOURCING

RAMANA CHITLA FACILITIES MANAGEMENT SERVICES L.L.C

LICENCE	Department of Economy and Tourism, Dubai · No. 1477224 · since 2025
LICENSED ACTIVITY	Facilities Management Services
SERVICES	Blue-collar and white-collar manpower supply and facilities management
ADDRESS	Office 0-103, Al Souq Al Kabeer, Bur Dubai, Dubai

RAS AL KHAIMAH · HOME HEALTHCARE

LIFE CARE HOME HEALTH SERVICES LLC OPC

LICENCE	Department of Economic Development, Ras Al Khaimah · No. 56353 · since 2022
LICENSED ACTIVITY	Home Health Services
ADDRESS	Office 10–11, Bin Daher Street, behind Centerpoint, Al Nakheel, Ras Al Khaimah
WEBSITE	lifecarehomehealth.ae

DUBAI · PHARMACEUTICAL TRADING

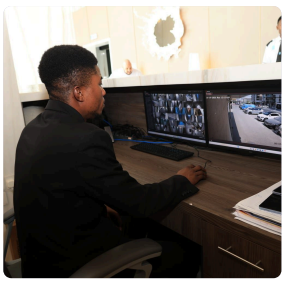
ZAYCHEM DRUG STORE FZE

LICENCE	Trakhees, Ports, Customs and Free Zone Corporation (PCFC) · No. 1220685
LICENSED ACTIVITY	Drug Store
ADDRESS	France R06, Warsan First, Dubai International City, Dubai
WEBSITE	zaychemdrugstore.com

01 · BSR SECURITY SERVICES

PROTECTION BUILT AROUND YOUR SITE.







BSR Security Services provides SIRA approved security personnel to residential communities, commercial towers, retail, hospitality, construction and industrial sites, and events across the UAE.

Every assignment starts with a free site survey. We recommend the right number of officers, shift patterns and post orders, then deploy screened, trained and supervised personnel.

Sectors: residential communities, commercial towers, retail, hotels, events, construction, warehouses, schools and healthcare.

SECURITY PERSONNEL & SERVICES

SECURITY GUARDS
Uniformed officers for access control, patrols and visitor management.

SUPERVISORS
Experienced supervisors who lead teams, run inspections and report to you.

EVENT SECURITY
Entry screening, crowd management and stewarding for events of any size.

VIP PROTECTION
Discreet bodyguards for executives, dignitaries and families.

DOOR SUPERVISORS
Professional door teams for venues, hotels and private functions.

CCTV OPERATORS
Control room monitoring, alarm response and incident logging.

CONCIERGE SECURITY
Front-of-house officers with a welcoming presence.

24/7 DEPLOYMENT
Short-notice cover for incidents and staff shortages.

OUR PROCESS

STEP 01
RECRUITMENT
Candidates with the right experience, fitness and communication skills.

STEP 02
SCREENING
Identity, background and reference checks, interviews and assessments.

STEP 03
TRAINING
SIRA-aligned training, first aid, fire safety and site briefings.

STEP 04
DEPLOYMENT
Uniformed officers deployed with clear post orders.

STEP 05
SUPERVISION
Site inspections, incident reports and service reviews.



02 · RAMANA CHITLA FACILITIES MANAGEMENT

THE RIGHT WORKFORCE, WHEN YOU NEED IT.

Reliable manpower for construction, facilities, hospitality, logistics, retail and corporate clients, from a single worker to large teams.

Delivered by Ramana Chitla Facilities Management Services L.L.C (Dubai licence 1477224), which handles sourcing, screening, documentation and deployment so you can focus on your business.

BLUE-COLLAR MANPOWER

SKILLED

Electricians · Plumbers · Carpenters · Masons · Welders · AC Technicians · Heavy Drivers

SEMI-SKILLED

Light Drivers · Machine Operators · Painters · Storekeepers · Kitchen Staff · Waiters

UNSKILLED

General Labourers · Helpers · Cleaners · Loaders · Packers · Office Assistants

WHITE-COLLAR MANPOWER

PROFESSIONAL

Accountants · Engineers · HR Specialists · Sales Executives

ADMINISTRATIVE

Administrators · Receptionists · Data Entry · Customer Service · Secretaries

MANAGERIAL & TECHNICAL

Project Managers · Operations Managers · Site Managers · IT Support · QA/QC Inspectors · HSE Officers

HOW WE FIND THE RIGHT CANDIDATES

STEP 01
REQUIREMENT
Roles, skills, numbers and timelines agreed with you.

STEP 02
SOURCING
Our database, the local market and trusted channels.

STEP 03
SCREENING
Trade tests, interviews and reference checks.

STEP 04
DOCUMENTATION
Visa, medical, Emirates ID and labour documents.

STEP 05
DEPLOYMENT
On-time deployment with follow-up and replacement support.

BULK DEPLOYMENT
From one hire to large teams, mobilised to your schedule.

COMPLIANCE HANDLED
Visas, labour documentation and UAE labour law compliance managed for you.

PAYROLL THROUGH WPS
Salaries paid through WPS, with one simple monthly invoice.

03 · LIFE CARE HOME HEALTH SERVICES

QUALITY CARE, DELIVERED AT HOME.

Recovering from surgery, managing a long-term condition or caring for an elderly parent is easier at home. Life Care's qualified healthcare professionals bring the care to the patient, with dignity and attention.

Operating from Ras Al Khaimah, Life Care arranges each visit around the patient's needs and the family's schedule.





PHYSIOTHERAPY
Rehabilitation, mobility and pain management at home.

HOME NURSING
Wound care, medication support and post-hospital care.

DOCTOR VISITS
General medicine consultations at home.

DIAGNOSTICS
Sample collection and tests at home, results shared promptly.

04 · ZAYCHEM DRUG STORE FZE

A RELIABLE PHARMACEUTICAL SUPPLY PARTNER.

From Dubai International City, Zaychem Drug Store FZE stores and trades pharmaceutical and medical products for pharmacies, clinics, hospitals and healthcare providers. All products are handled and supplied in line with applicable UAE licensing and storage requirements; product range is subject to licensing.

PHARMACEUTICAL PRODUCTS
Medicines for licensed pharmacies and healthcare facilities.

OTC & WELLNESS
Over-the-counter, vitamin and wellness products.

MEDICAL CONSUMABLES
Everyday clinical supplies for clinics and hospitals.

MEDICAL EQUIPMENT
Equipment and devices for clinical and home care use.

WHY BSR GROUP

THE PARTNER YOU CAN RELY ON, EVERY DAY.

LICENSED & COMPLIANT
Every company in the group holds a valid UAE licence and works to its regulator's standards.

VETTED, TRAINED PEOPLE
Background checks, skills assessment and training before anyone reaches your site or home.

ONE POINT OF CONTACT
A dedicated account manager coordinates every service you take from the group.

24/7 RESPONSIVENESS
Our security operations team is reachable around the clock for urgent requirements.

TAILORED SOLUTIONS
Every proposal is built around your site, your workforce plan or your patient's needs.

UAE-WIDE REACH
Offices in Dubai and Ras Al Khaimah, serving clients across the Emirates.

ONE PARTNER, COMBINED SERVICES

PROPERTY & FACILITIES
Security at the gate plus cleaners and maintenance staff.

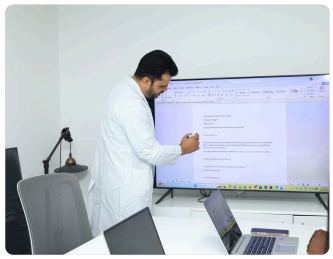
EVENTS
Event security supported by ushers, helpers and hospitality staff.

CONSTRUCTION
Site security with skilled and unskilled labour from one partner.

HEALTHCARE PROVIDERS
Pharmaceutical supply, support staff and facility security.

OUR PEOPLE AT WORK







GET IN TOUCH

READY TO DISCUSS YOUR REQUIREMENT?

Speak to BSR Group today for security, manpower or healthcare solutions. All offices are open 9:00 AM – 6:00 PM.

HEAD OFFICE · BSR GROUP & BSR SECURITY SERVICES

DUBAI · AL KARAMA

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MANPOWER OUTSOURCING

RAMANA CHITLA FM SERVICES

Office O-103, Al Souq Al Kabeer, Bur Dubai, Dubai, UAE

Landline	+971 4 263 3943
WhatsApp	+971 55 668 5599
Email	ramanachitlafm@gmail.com

HOME HEALTHCARE

LIFE CARE HOME HEALTH SERVICES

Office 10–11, Bin Daher Street, behind Centerpoint, Al Nakheel, Ras Al Khaimah, UAE

Landline	+971 7 208 0824
WhatsApp	+971 52 718 7533
Email	homehealthlifecare@gmail.com
Web	lifecarehomehealth.ae

DRUGSTORE & TRADING

ZAYCHEM DRUG STORE FZE

France R06, Warsan First, Dubai International City, Dubai, UAE

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WhatsApp	+971 55 102 2379
Email	info@zaychemdrugstore.com
Web	zaychemdrugstore.com