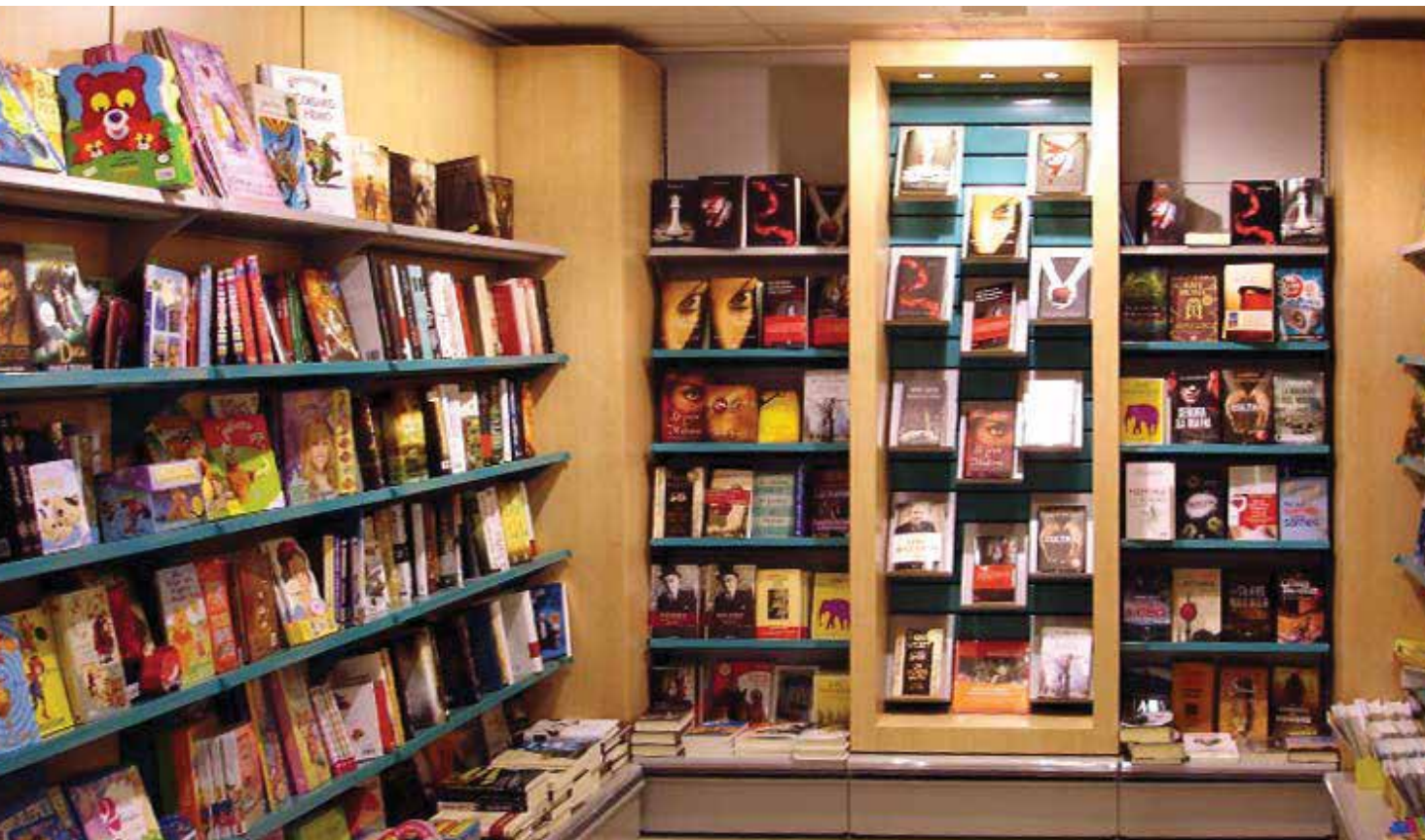




# FIXTURES & SOLUTIONS FOR BOOKSTORES & STATIONERY

**instor**  
KIDER INDIA PVT. LTD.





## Instor

Kider India Pvt. Ltd.

We are the largest manufacturer and exporter of retail fixtures and industrial solutions in India. We provide functional, innovative and premium range of display, storage and movement solutions for modern retail stores, warehouses and various industrial applications. From design and manufacturing to installation, service and care, we are your single-point partner for all retail store needs.

Our widest range of pre-made and customised solutions with the highest space utilisation technology, durability, economical pricing and functional designs help you deliver the best customer experience at every touch point and grow your retail footprint by leaps and bounds.

Our products pass through toughest tests and are lab certified to give you the best quality, long lasting durability and beautiful aesthetics.



# What Makes Instor The Best Choice for Bookstores, Stationery Stores & Library?

Bookstores and stationery shops are specialty stores and there are thousands of small items that need to be perfectly displayed for maximum product exposure and best customer experience. Our wide range of products give you a unique store with functional designs and custom styles.



**OUR DESIGNS  
AND FIXTURES**

**MAKE YOUR STORE  
MODERN, UNIQUE,  
ATTRACTIVE AND  
CUSTOMER  
FRIENDLY**

# Complete Range of Solutions for Bookstores, Stationery Stores

Configurable Shelving Units

Display cum Storage Units

Gondola Racks

Books Display Podiums

Magazine Stands

Greeting Cards Display Stands

Stationery Shelving Systems

Billing Counters

Toys and Games Racks

Hanging accessories





# Why Instor

Businesses choose Instor solutions over other suppliers for unique designs, customer-friendly in-store flow, best utilisation of space and long lasting durability. Our customers see higher return on investments and increased customer retention.



## Unique Designs

Our designs make your store look unique, attractive, customer friendly and most functional



## High Aesthetic Value

With India's most advanced powder coating unit, you get lasting durability even after 3000 days.



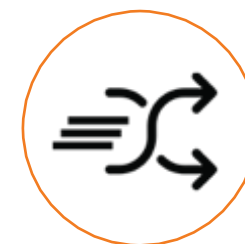
## Best Space Utilisation

With our designs and fixtures, you are able to use the floor and wall space in the most effective and functional way



## Highest Load Bearing Capacity

Our unique UpRight base and designs give you the highest load bearing capacity in the industry, eliminating the need for extra storage, constant repairs and additional investments.



## Easy to Switch Layouts

With ever changing customer behaviours, and new product introductions, you need to modify layouts fast. Our EasySwitch feature allows you to easily and quickly make adjustments or change layouts



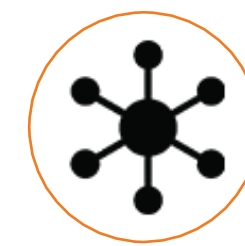
## Tested & Lab Certified

We run our products through many tests to ensure durability and high resistance to corrosion and harsh conditions. Our products are lab certified to meet highest quality and durability standards.



## High Return on Investment

With lab certified durability, attractive designs, ease of shopping and best space utilisation, you get top returns on your investment.



## Single Point Execution

From concept and design to build, install and care; our team of experts execute every step flawlessly.



## We Care

From a tiny screw to racks and counters, we stand behind everything we manufacture. We are always there to support and serve you.



# CONFIGURABLE SHELVING UNITS

- ✓ Visually appealing designs
- ✓ Anti-tilt mechanisms
- ✓ High load bearing capacity
- ✓ Available in wood and metal
- ✓ Custom sizes with various finishes and colours





CONFIGURABLE SHELVING UNITS







**BEST-IN-CLASS**  
**LOAD BEARING**  
**CAPACITY**



# DISPLAY CUM STORAGE UNITS

- ✓ Built-in storage shelves
- ✓ Base cabinets or drawers
- ✓ High load bearing capacity
- ✓ Available in wood, and metal
- ✓ Custom sizes with various finishes and colours





DISPLAY CUM STORAGE UNITS







QUICK AND  
EASY TO **SWITCH**  
**LAYOUTS**



# GONDOLA RACKS

- ✓ Wall, center and end gondola racks
- ✓ Standard and custom sizes
- ✓ Easy to adjust
- ✓ Variety of finishes, colours and materials
- ✓ Unique designs for specific and universal uses





GONDOLA RACKS







**BEST**  
**WALL AND**  
**FLOOR SPACE**  
**UTILISATION**



# BOOKS DISPLAY PODIUMS

- ✓ Available in wooden or metal
- ✓ Portable and easy to move
- ✓ Customisable lengths and heights
- ✓ Podium accessories
- ✓ Variety of finishes and colours





BOOKS DISPLAY PODIUMS





# MAGAZINE STAND

- ✓ Wall or center magazine racks
- ✓ Standard and custom sizes
- ✓ Easy to adjust
- ✓ Variety of materials, colours and finishes





# GREETING CARDS DISPLAY STAND

- ✓ Full floor units with card slots
- ✓ Spinner racks
- ✓ Available in custom sizes
- ✓ Available in wood and metal
- ✓ Variety of finishes and colours

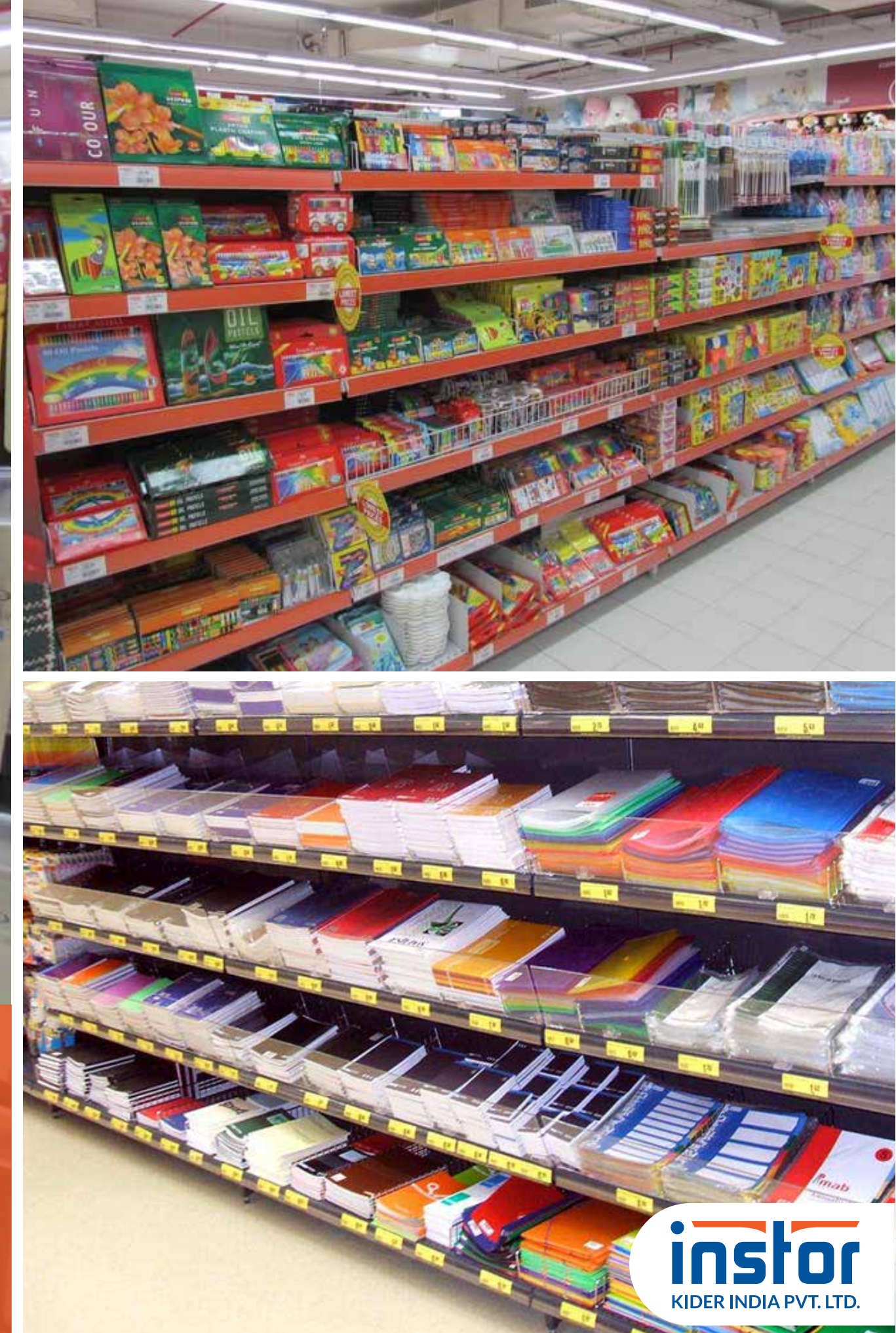






# STATIONERY SHELVING SYSTEMS

- ✓ Custom designs and sizes
- ✓ Adjustable height and easy to change layouts
- ✓ Variety of materials, colours and finishes





STATIONERY SHELVEING SYSTEMS





# BILLING COUNTERS

- ✓ Custom size and elegant designs
- ✓ Storage drawers and shelves for clutter-free counter space
- ✓ Available in a variety of finishes and colours with custom branding





# SHOPPING BASKETS

- ✓ Ergonomic design
- ✓ Available in various designs and sizes
- ✓ Variety of finishes and colours



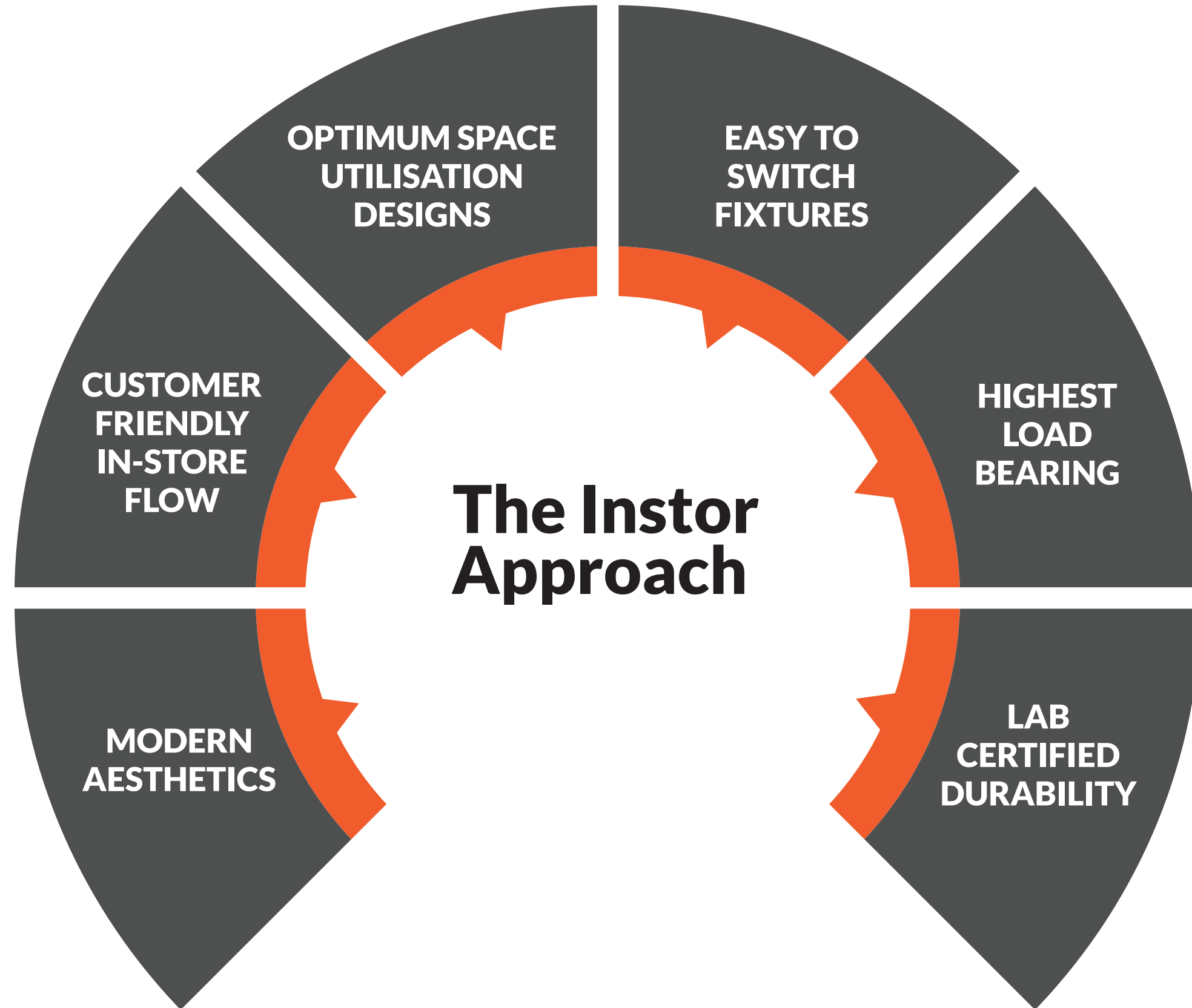


**We help you deliver the best shopping experience, increase sales & get highest returns on investment.**

## ■ About Us

There is more to our approach than just measuring your store and supplying fixtures. With a team of 400+ employees, we have been on the forefront of the transformative change in the retail and warehouse industry. Having delivered products to more than 5000 stores worldwide, we understand your unique requirements and what it takes to set up a retail outlet for delivering a type of experience that gives you a competitive edge and higher profits.







# India's #1 Company for Retail Store Fixtures & Specialised Solutions

Our 360-degree solutions help you deliver the best to your customers at every touch point and grow your retail footprint. We fully embrace the “Make in India” initiative and stand behind everything we build.



**5000+**

Stores completed & counting

**100-1,00,000 SQ. FT.**

Size of stores we provide  
premium quality fixtures for

**30,00,000 SQ. FT.**

Total space covered with  
our modern fixtures & solutions

**4,00,000 SQ. FT.**

Modern factory with automation  
& robotic manufacturing

**PAN INDIA**

Installations and quality customer  
service across India

**₹100 CR**

Investment in state-of-the-art manufacturing  
and R&D to create innovative products





**LAB CERTIFIED  
DURABILITY**



# Tested & Certified

Instor products pass through the toughest tests and are certified to give you:

- **Best quality**
- **Long lasting durability**
- **Beautiful aesthetics**

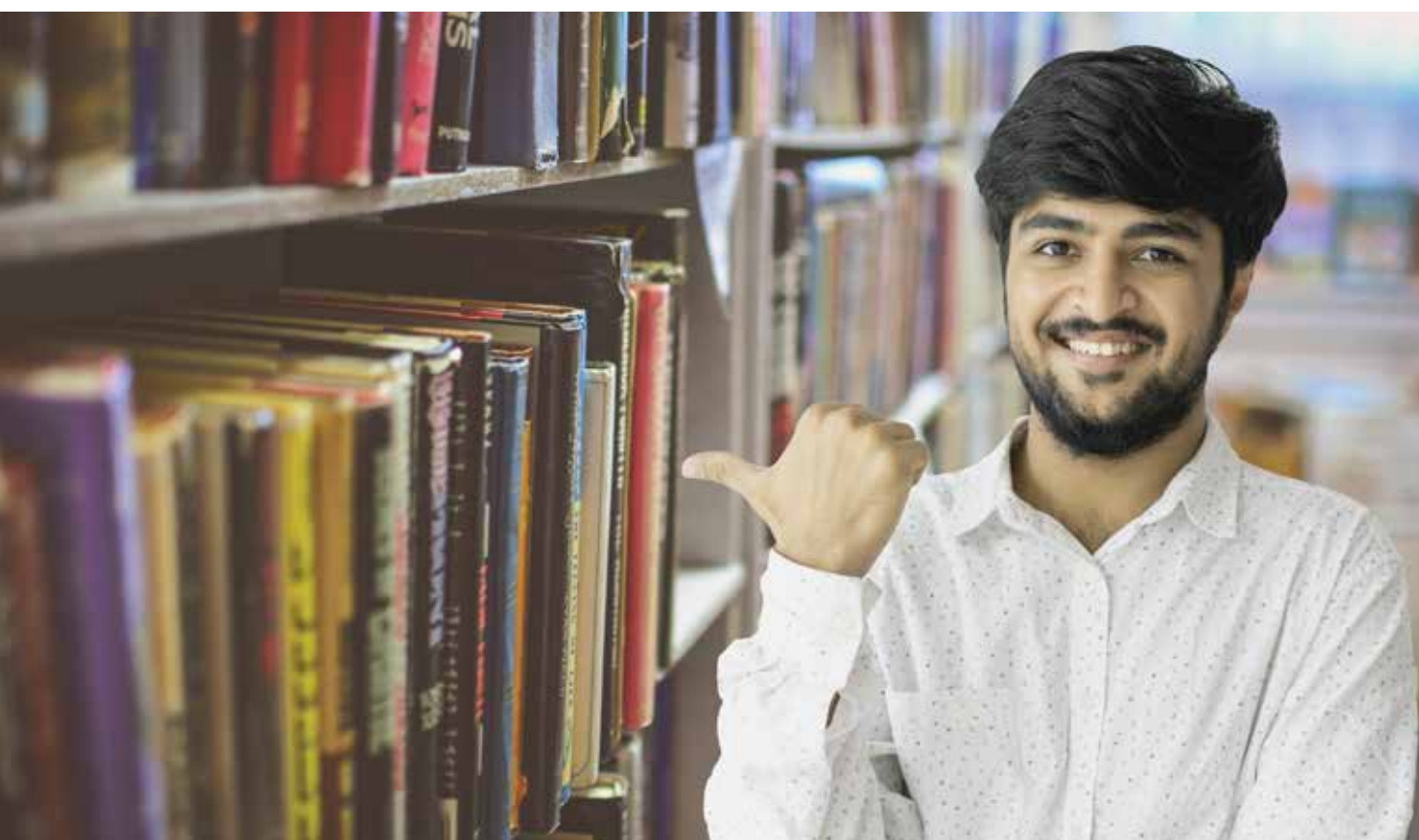


## ■ Series of tests that we put our products through

1. Bend Test (ISO1519): No paint peel off
2. Cupping (ISO 1520) & Cross Cut Test (ISOI 2409): Ensure perfect paint adhesion
3. Impact Test (ISO 6272): No impact on the paint against weight drop
4. Nugget Test For Welding Measures: Ensure perfect bonding of shelf and omega
5. Salt Test (ASTM B117): 1000 hours of salt test against blistering, corrosion and rusting.  
Certified in an independent lab







“

*After evaluating products from local providers and China for our store, I can say that Instor's product quality is far superior and the best in the market. Their team helped set up two floors store in just 12 days from start to finish. I highly recommend Instor to anyone looking to set up small or large retail outlets.*

- Anil Rathod. Managing Director. **Bagfull Mart**



# OUR CLIENTS

Our clients range from small kirana stores to large chain stores.

We have done up stores for clients with a single location and clients with hundreds of locations.





# Our Infrastructure

Instor's state-of-the-art manufacturing facility is spread across 9 acres with modern and sustainable manufacturing machinery and processes.

**Modern & sustainable manufacturing**

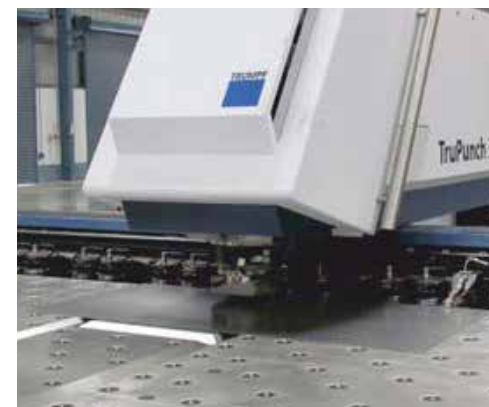
**India's most advanced powder coating unit**

**Robotics manufacturing for ultimate precision**

**Large-scale production capacity**

**World's best machinery for 100% automation**

**Environment - friendly plant, machinery & processes**



**Automatic, CNC controlled sheet punching machine**



**CNC controlled, automatic sheet bending machine**



**Fully conveyerised automatic powder coating plant**



**Robotic arm welding shelf joints**



# WE ARE INSTOR

**110% COMMITTED TO YOUR SUCCESS.**  
Extra 10% is our willingness and commitment  
to go out of the way for you.

Go with  
**India's #1 choice.**

## GET IN TOUCH

Call +91 98220 09838 | +91 91300 90428 | +91 2137 678000  
[www.instorindia.com](http://www.instorindia.com)

**instor**  
Kider India Pvt. Ltd.  
New Gat 584/2, Koregaon Bhima,  
Pune 412 216 INDIA