



# FIXTURES & SOLUTIONS FOR SPECIALTY STORE

**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, most durability, economical pricing and functional designs help you deliver the best customer experience at every touch point and grow your retail footprint.

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 Specialty Store

Specialty stores are product specific and are focused on a niche audience. With a wide range of solutions and our ability to design innovative products to create a beautiful and functional space, we help you create a unique store. From store measurement, designing the layouts, to creating customised products, we offer a complete range of display fixtures, storage and movement solutions for specialty stores.



**OUR DESIGNS  
AND FIXTURES**

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

# Customised Retail Solutions for Specialised Stores

Apparel

Sports & Fitness

Toys

Footwear

Home Furnishing

Crockery & Utensiles

Other Specialty Stores





# 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.



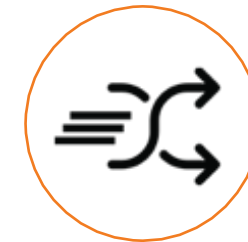
## Best Space Utilisation

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



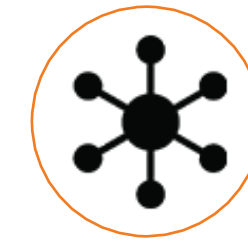
## Tested & Lab Certified

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 executes 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.



# APPAREL

- ✓ Sturdy and highly durable wall unit
- ✓ Helps showcase your clothing and apparel distinctly to generate customer interest
- ✓ Can be switched to suit store layouts and carry the load of your merchandise











**HIGHEST**  
**LOAD BEARING**  
**CAPACITY**



# SPORTS & FITNESS

- ✓ Sturdy with different display styles for all sports and fitness gear
- ✓ Can be customised for all different heights and lengths
- ✓ Fully adjustable racking solutions for plenty of variety in sports apparel











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



# TOYS

- ✓ VARIety of shelves to display toys big and small
- ✓ Sturdy racks available in various colours and sizes
- ✓ Fully adjustable racking solutions to make the toys accessible to customers











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

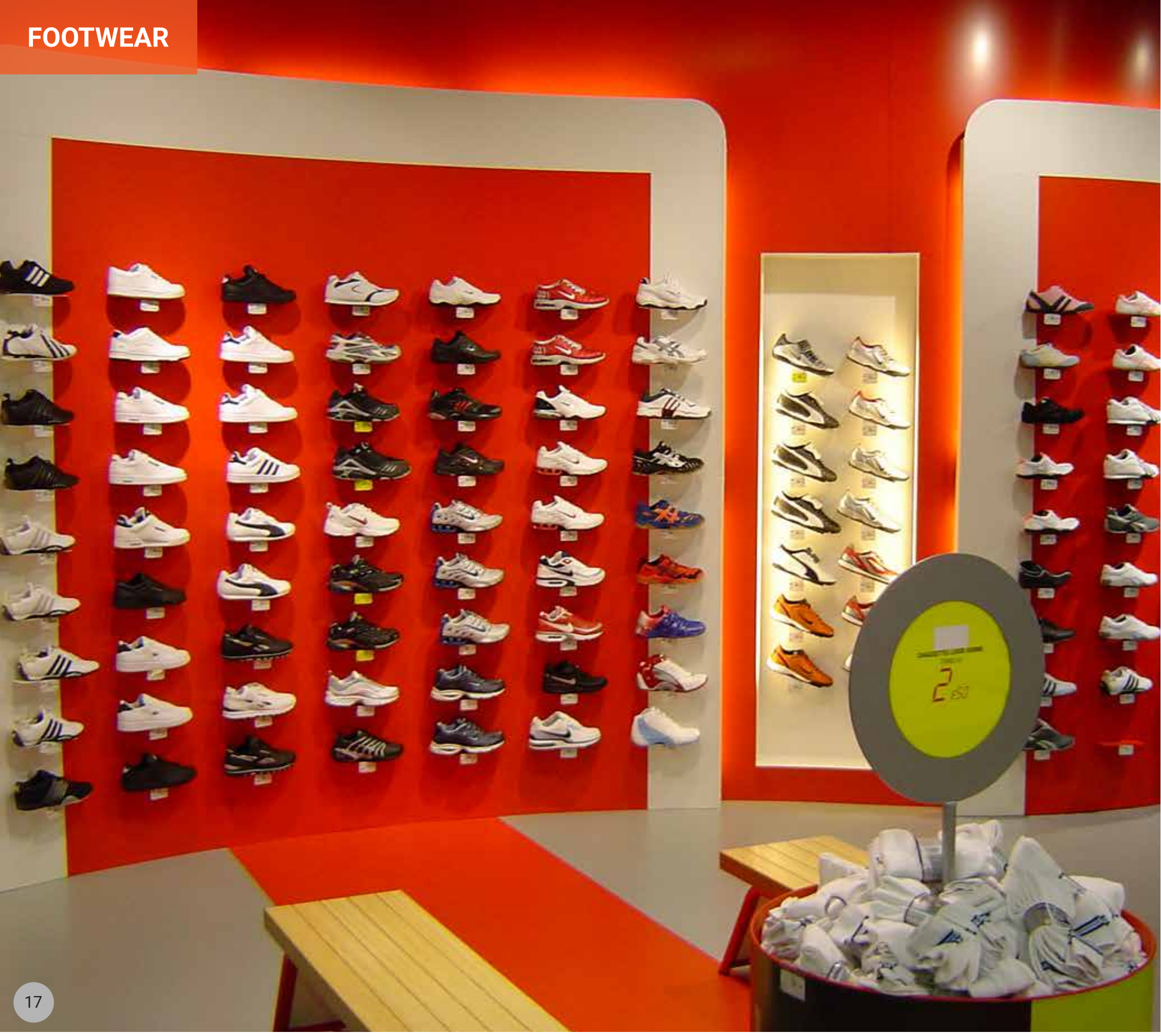


# FOOTWEAR

- ✓ Amazing sturdy wall racks to showcase all brands in footwear
- ✓ Different variety of racks both for horizontal and vertical display as per the footwear
- ✓ Easy display and accessible for both big and small footwear









# HOME FURNISHING

- ✓ Modern design ensuring colourful display of home furnishing goods.
- ✓ Highly durable and made of raw grade material
- ✓ Can be customised to any style to display the products and make it accessible to customers









# CROCKERY & UTENSILS

- ✓ Unique rack designs that draws customer attention to the product
- ✓ Safe and modern display counters to showcase all the beautiful crockeries
- ✓ Sturdy horizontal wall racks can accommodate and make accessible all the heavy duty utensils in the store.





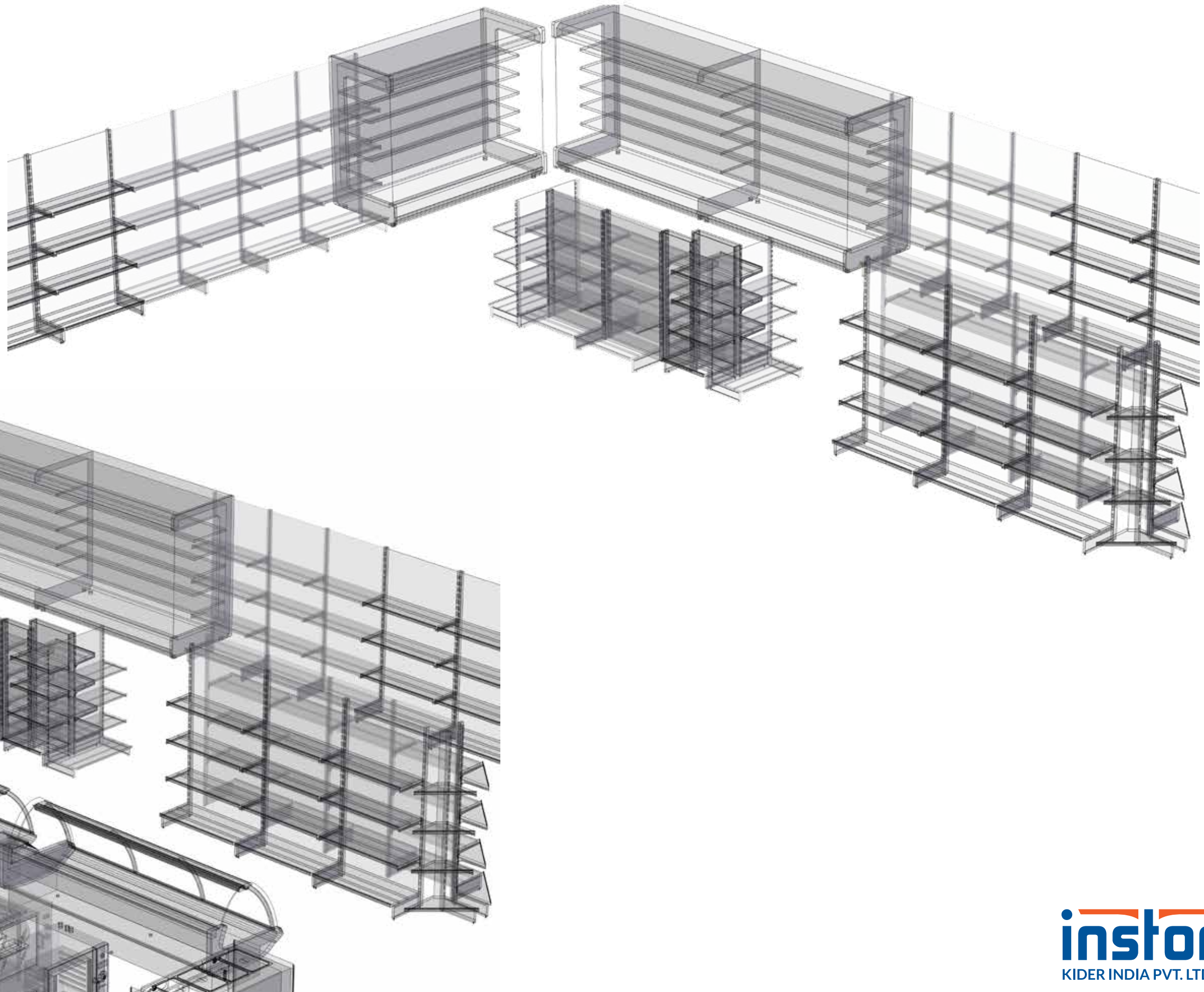
CROCKERY & UTENSILS





# OTHER SPECIALTY STORES

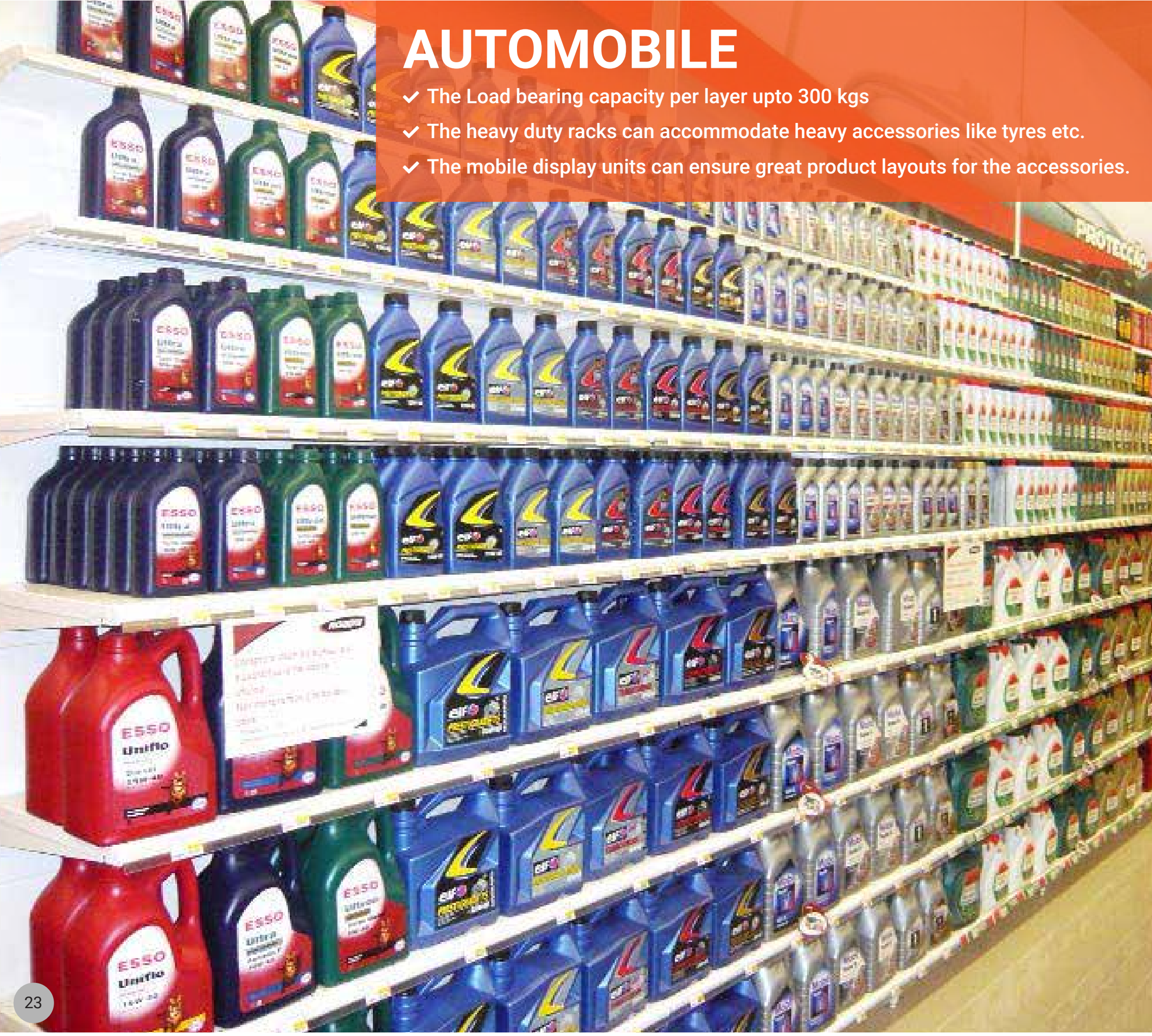
- ✓ Increase the potential of sales through variety of display and storage designs for other specialty stores too.
- ✓ Sturdy and switchable counters make other specialty stores more accessible and enticing to customers





# AUTOMOBILE

- ✓ The Load bearing capacity per layer upto 300 kgs
- ✓ The heavy duty racks can accommodate heavy accessories like tyres etc.
- ✓ The mobile display units can ensure great product layouts for the accessories.







## GARDENING

- ✓ Instor's unique design draws customer attention to the products
- ✓ The beautiful pot-holder racks makes an amazing display of all the potted plants
- ✓ The load capacity of these racks are high enabling you to display all the heavy pots and plants





# PETS

- ✓ The display racks are designed to showcase all your pet homes and accessories
- ✓ The load bearing capacity is high ensuring display of all the big-sized bags of pet food
- ✓ The display units are organised and accessible to the customers





# WINE STORE

- ✓ Enabling you to store thousands of wine and liquor bottle safely and with aesthetics
- ✓ Makes the display accessible to customers for easy pickup
- ✓ The sturdy and beautiful design of the racks are very attractive to customers









# HARDWARE

- ✓ Unique and organised racks that draws customer attention to the product display
- ✓ All the home and industrial tools are well displayed making it easily accessible







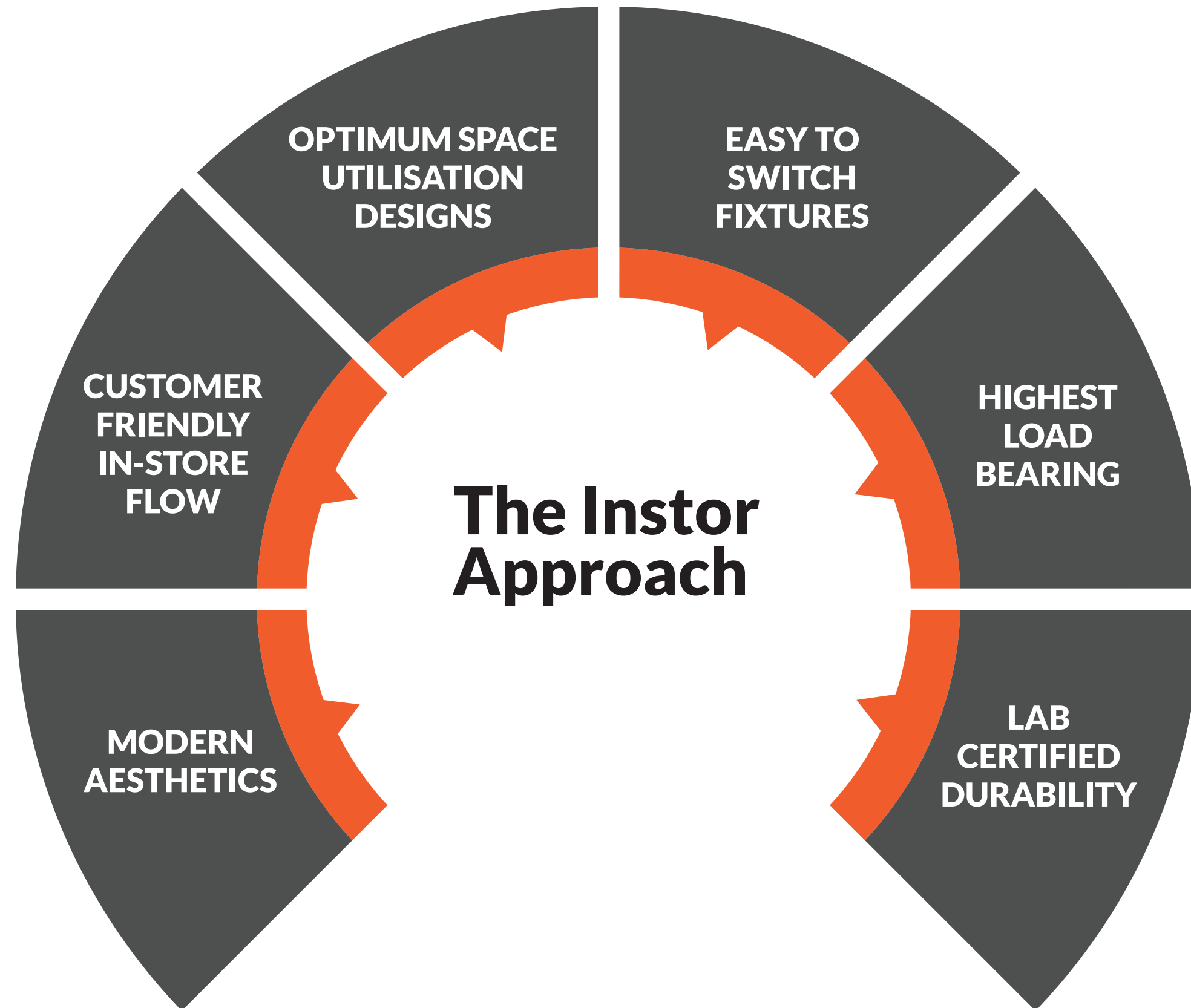


**We help you deliver the best customer experience & get highest returns on investment.**

## ■ 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 for 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 serves your customers well and gives you a competitive edge with 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 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 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







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*After evaluating products from local providers and China for our store, I can say that Instor's products' quality is far superior and 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 stores to large chain stores.  
We have done 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**

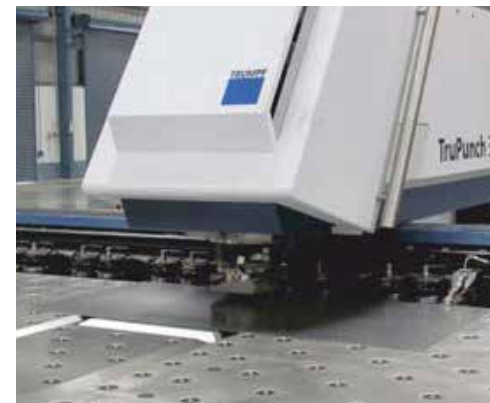
**India's most advanced powder coating unit**

**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

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