

instor

# Newsletter

Issue 9 | July 2024





Page No.

03

Director's Desk

Page No.

04

Highlights

Page No.

09

Discover the power of  
excellence with Instor India!

Page No.

11

Industrial fixtures and  
solutions

Page No.

12

New store installation

Page No.

14

New joinees

Page No.

16

Employees success story

Page No.

18

Customer testimonials

Page No.

19

What's trending

Page No.

20

Employee engagement

Page No.

25

Celebrating women

Page No.

26

Our Clients



## Director's Desk

I am delighted to introduce the latest edition of Instor India's newsletter, brimming with exciting updates and developments.

Packed with industry insights, expert commentary, and exclusive updates, this edition is your gateway to staying ahead in the dynamic realm of store fixtures and retail solutions. Dive into the latest trends, discover cutting-edge technologies, and explore success stories from the retail landscape.

I am proud to announce the strategic collaboration between Instor India and Zenith RSM Forge, leading to the creation of Zenith Instor Retail Solutions Asia Private Limited. This new venture marks a significant milestone in our journey, combining the strengths and expertise of two industry leaders to deliver unparalleled retail solutions across Asia.

As we reflect on the past year, it's evident that it's been a period of celebration and achievement. Our unwavering dedication, commitment, and customer-first approach have propelled us to numerous milestones. We extend our heartfelt gratitude to every member of the Instor family, who continuously contribute to making us one of India's most trusted names.

Our team, the Kider Crusaders, won the Pinnacle Premier League, demonstrating dedication and outstanding performance. Additionally, women from all group companies gathered at the Instor office to celebrate International Women's Day, reinforcing our commitment to gender equality and empowerment.

Last year welcomed new talent into our fold, whose contributions have been instrumental in driving the growth of Instor. We eagerly anticipate the continued success and expansion of our endeavors.

Stay tuned for more updates, success stories, and inspiring initiatives in the upcoming newsletter!

Best regards,

**Ritika Mehta**  
Director,  
Instor Kider India Pvt. Ltd.



## Highlights

Instor Kider India Pvt Ltd is now **Instor India Pvt. Ltd.**

THEN

**instor**  
KIDER INDIA PVT. LTD.

NOW

**instor**





## Instor India and Zenith RSM Forge Strategic Collaboration to Launch Zenith Instor Retail Solutions Asia Private Limited

We're thrilled to unveil an exciting joint venture between Instor India and Zenith RSM, to launch Zenith Instor Retail Solutions Asia Private Limited. The joint venture is targeted to achieve market leadership in the retail store fixtures segment in India and the SAARC region.

By combining Instor India's world-class manufacturing capabilities and expertise in retail fixtures, and Zenith RSM's strategic insights to offer unparalleled products and solutions to retailers globally, the partnership seeks to set new standards of excellence and innovation in the industry.



Read More



## Instor India's Latest Technological Marvel: The SIL 12Kw Laser Cutting Machine

We are thrilled to announce the installation of our new SIL 12Kw Laser Cutting Machine at Instor India. This state-of-the-art marvel in laser cutting technology offers unmatched precision and efficiency, enhancing our manufacturing capabilities significantly. Laser cutting provides immense advantages over traditional metal cutting methods, allowing us to deliver high-quality results at rapid speeds and affordable prices. The ability to cut non-ferrous materials with ease, coupled with its reliable and fast machinery, ensures a rapid turnaround for all our projects. Moreover, the machine's energy efficiency, using nitrogen, oxygen, and air, underscores our commitment to sustainable practices.

The introduction of the SIL 12Kw Laser Cutting Machine and our recently added 6Kw laser bolsters our ability to handle large batches and high-volume jobs effortlessly. Whether it's intricate parts for equipment or unique one-off cuts for new projects, our team is equipped to provide expert advice and services to turn your vision into reality. The high precision delivery of this technology surpasses traditional CNC punching, making it a cornerstone of our entire plant. With this latest advancement, Instor India continues to lead the way in cutting-edge manufacturing, ensuring we remain at the forefront of the industry and deliver exceptional value to our clients.





## Instor India forays into the development & manufacturing of commercial vehicle parts

At Instor India, we have initiated automotive parts manufacturing & successfully completed the development of bus skeleton manufacturing. Recently, Instor has achieved a significant milestone by supplying approximately 11,000 high-quality automotive parts to EKA Mobility.

Our commitment to precision and reliability ensures that every part we deliver supports the superior performance and safety standards of EKA Mobility's buses.

In addition to the above, we are in the process of developing the side flaps, driver doors, emergency doors, fuse boxes, and other essential sheet metal components for bus applications. We have also initiated material handling equipment like bins, trolleys, heavy-duty racks, tool trolleys, pallets, etc.



## Instor India Achieves a Remarkable Milestone of 100 Stores of Crossword

Instor India is delighted to have delivered modern fixture solutions to provide a seamless shopping experience to your customers. We are committed to providing Crossword with best-in-class store experiences for all your upcoming stores.



# Congratulations!

CROSSWORD



Read More



## Uniting in Celebration with Our Group Companies

On 8th March, Instor India invited employees from all the group companies of Pinnacle Industries to attend a puja at their premises and seek the blessings of Lord Shiva on the auspicious occasion of Mahashivratri.

Following the puja, all the female employees were treated to a delightful lunch. However, a highlight of the day was the visit to Snehalaya Education Society, an institute dedicated to nurturing and empowering specially-abled children.





## Discover the power of excellence with Instor India!

Delve into our comprehensive deck, unveiling the meticulous process behind our unwavering commitment to transforming retail spaces. Explore the power of partnership as we dive into our client journeys, setting new benchmarks in the industry. Get ready to be inspired and witness firsthand why Instor India is the preferred choice for top-tier retailers.



Read More

## Our commitment to excellence shines through in every detail



Optimum Space Utilization for  
Seamless Customer Flow



Industry's Highest Load-Bearing  
Capacity



Easy Switch Fixtures for Quick  
Store Layout Changes



Modern Aesthetics with Diverse  
Materials, Finishes, and Colors

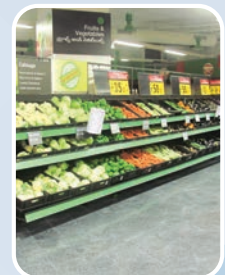


Corrosion-Free, Lab-Tested for the  
Highest Quality Standards



Over the years, we are proud to have built long-standing relationships with customers who have been an integral part of our journey.

Here's to many more successful chapters of growth and excellence!





## Industrial fixtures and solutions

It was a pleasure to host the esteemed Mitsubishi team at our manufacturing facility! Blessen Thomas Mathew, Deputy General Manager, Mitsubishi India Pvt. Ltd., along with the team visited to gain insights into our development strategy for a new product line. We were privileged to present our facility and exchange industry knowledge with them.



## New store installation

We are thrilled to announce that last year we successfully equipped over 250 new stores with our fixtures. From sleek display units to functional storage solutions, Instor India provides tailored solution to enhance customer experience and operational efficiency.

### S Mart



### Red Rose



### Arihant Mall





### MHK supermarket



### Govind Mundada



### Bajrang Super Bazaar



### New Shiva Supermarket



## New joinees

We are thrilled to introduce the latest additions to the Instor family. Each of them brings a wealth of experience and fresh perspectives that will undoubtedly contribute to our ongoing success. We're excited to see the impact they will make in their new roles.



**Pawan Kumar**  
Engineer  
Maintenance



**Shashi Kumar**  
Manager  
Purchase



**Suhas Ghaytidak**  
Engineer  
Production



**Jagannath Naksakhare**  
Engineer  
Production



**Valsing Bhil**  
Engineer  
Production



**Mahesh Kshirsagar**  
Engineer  
Production



**Amit Sutar**  
Engineer  
Production



**Somnath Bhoi**  
Engineer  
Production



**Akshay Suryawanshi**  
Engineer  
Production





**Rudrappa Kutade**  
Sr Executive II  
Stores



**Pratiksha Kadam**  
Officer  
Marketing And Sales



**Disha Patni**  
Company Secretary  
Finance



**Swapnil Nagawade**  
Sr Executive I  
Purchase



**Ashishkumar Waghmare**  
Sr Engineer I  
Civil



**Vishal Dhanai**  
Sr Engineer II  
Maintenance



**Rupesh Bhokse**  
Assistant Manager  
Production



**Mangesh Jadhwar**  
Sr Executive II  
Logistics



**Shubham Gore**  
Sr Executive II  
Marketing And Sales



**Shaik Sab**  
Sr Engineer I  
Research And Development



**Abhijit Rane**  
Manager  
Maintenance

## Employees success story

Joining our team on April 4, 2016, as a Graduate Mechanical Engineer, Pratap has steadily ascended the ranks, now holding the esteemed position of Senior Engineer I, Grade S6. He now leads our critical Production Planning and Control (PPC) function.

Over the past eight years, Pratap's dedication has driven excellence in our operations. He played a key role in integrating the PPC function into our SAP system, improving production and raw material planning as well as customer priority management. With 14 ½ years in PPC—6 ½ years externally and 8 years with us—Pratap's experience and expertise are invaluable. He consistently exceeds the expectations of our Operations team and is truly an asset to our organization.



**Pratap Khajinkar**



**Priya Waghmode**

Priya joined Instor on February 21, 2022, bringing her extensive experience as a Graduate Mechanical Engineer to our team. Now an Engineer, Grade S4, she plays a key role in strengthening our Production Planning and Control (PPC) functions.

Priya works closely with the production team, supports production declarations, resolves production issues, and handles SAP system-related challenges. With 5 ½ years of professional experience (3 years external and 2 ½ years at Instor), Priya has shown unwavering dedication and excellence. Her efforts have significantly enhanced our PPC processes, making her an indispensable asset to our team. Priya's commitment and hard work are truly inspiring.



We are thrilled to highlight Biswajit, a dedicated team member who joined us on October 22, 2016. With a Diploma in Mechanical Engineering, he is now a Senior Executive II, Grade S5.

Currently, Biswajit leads the Assembly area in our Production department, managing a team of 20-25 skilled operators. He oversees the assembly of stretchers for clients like MSIL and FML, as well as retail fixtures and furniture. His exceptional team management skills and drive have significantly improved productivity. With 7 ½ years of experience in assembly, including 6 ½ years with us, Biswajit is a cornerstone of our production team at Instor. His contributions set a high standard of excellence. We are proud to have him with us and celebrate his continued success.

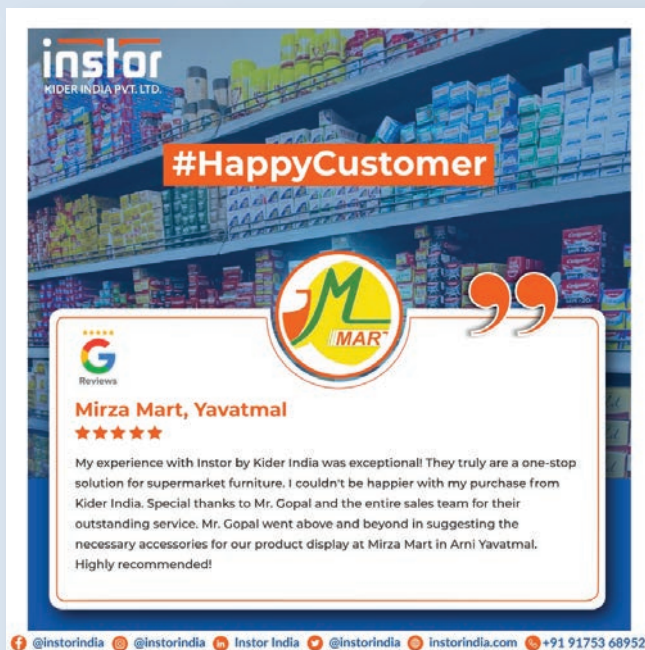


**Biswajeet Sahoo**



## Customer testimonials

At Instor India, we dedicate ourselves to delivering unparalleled fixture solutions for retail establishments.



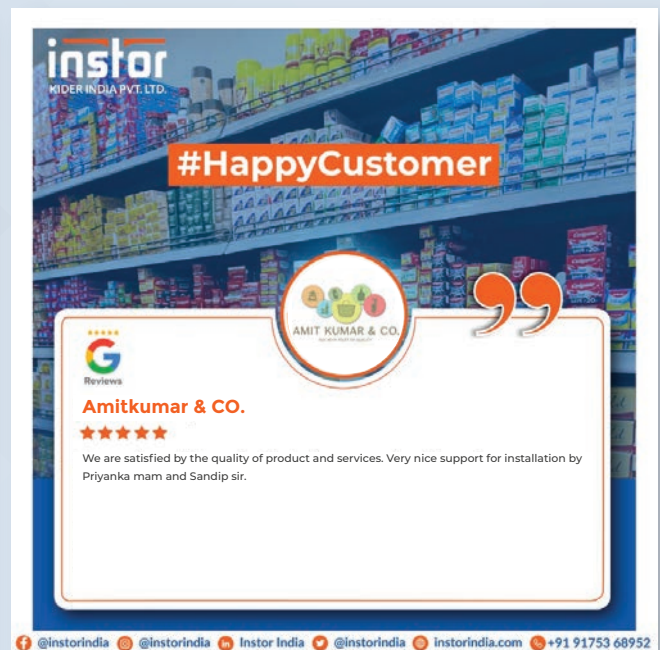
**instor**  
KIDER INDIA PVT. LTD.

**#HappyCustomer**

**Mirza Mart, Yavatmal**  
★★★★★

My experience with Instor by Kider India was exceptional! They truly are a one-stop solution for supermarket furniture. I couldn't be happier with my purchase from Kider India. Special thanks to Mr. Gopal and the entire sales team for their outstanding service. Mr. Gopal went above and beyond in suggesting the necessary accessories for our product display at Mirza Mart in Arni Yavatmal. Highly recommended!

[f @instorindia](#)
[@instorindia](#)
[Instor India](#)
[@instorindia](#)
[instorindia.com](#)
[+91 91753 68952](#)



**instor**  
KIDER INDIA PVT. LTD.

**#HappyCustomer**

**Amitkumar & CO.**  
★★★★★

We are satisfied by the quality of product and services. Very nice support for installation by Priyanka mam and Sandip sir.

[f @instorindia](#)
[@instorindia](#)
[Instor India](#)
[@instorindia](#)
[instorindia.com](#)
[+91 91753 68952](#)

Your feedback is essential for our continuous improvement.

Share your thoughts with us





## What's trending

At Instor India, we understand the importance of staying current in the rapidly evolving digital landscape. That's why we diligently follow social media trends, ensuring that we are always up-to-date with the latest developments.



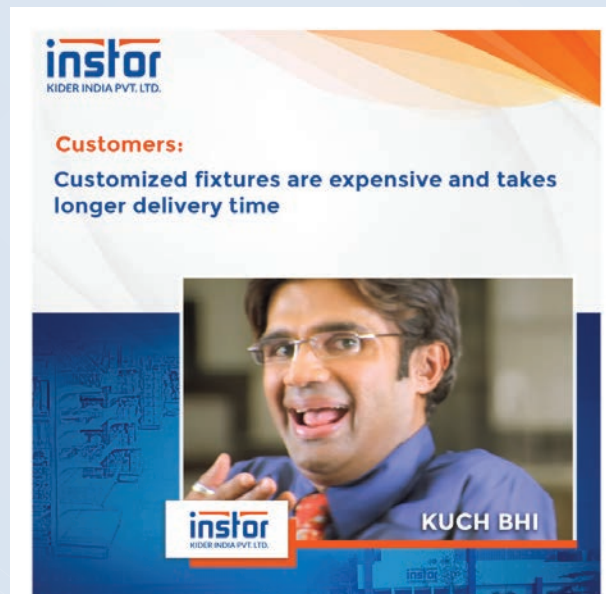
@instorindia @instorindia Instor India @instorindia instorindia.com +91 91753 68952



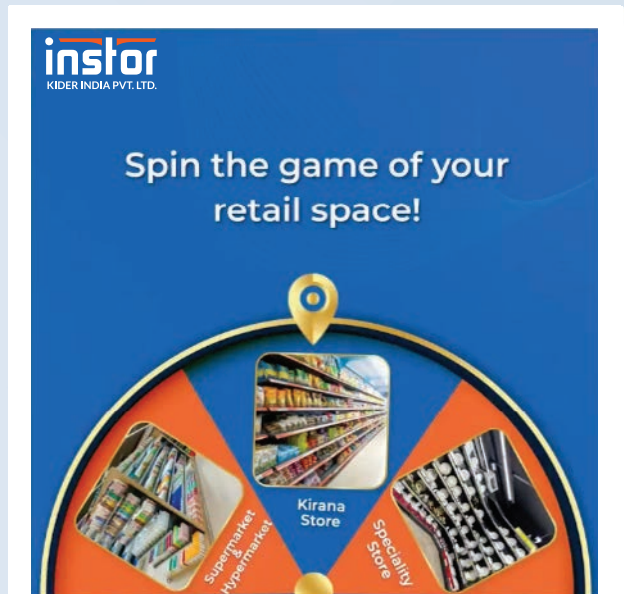
@instorindia @instorindia Instor India @instorindia instorindia.com +91 91753 68952



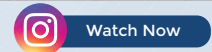
At Instor India, we always seize the chance to bring a smile to your face!



@instorindia @instorindia Instor India @instorindia instorindia.com +91 91753 68952



@instorindia @instorindia Instor India @instorindia instorindia.com +91 91753 68952





## Employee engagement

### Instor India shines at Pinnacle Premier League

Congratulations to the Kider Crusaders, winner of #PinnaclePremierLeague Season 4!

With 8 men's and 2 women's teams in Pune, along with 4 men's teams in Pithampur, this 2-day event saw enthusiastic participation from all involved and our teams showcased exceptional performance in it. A big thank you to our group companies, participants, and organizers who made this season a success. Here's to an outstanding game, and we can't wait for the excitement of the next season!

[Read More](#)[Watch Now](#)



## Training Programs

In today's ever-changing global corporate landscape, continuous learning and development are crucial for organizational growth. At Instor India, we equipped our workforce with valuable insights and practical tools through various training programs.

### POSH training - (Prevention of Sexual Harassment at work place)

80 employees from instor participated in a POSH (Prevention of Sexual Harassment at the Workplace) training conducted by Advocates Sanam Kabre and Nikita Raje. The key takeaways included recognizing various forms of sexual harassment, understanding the importance and confidentiality of timely reporting procedures, and learning about their rights and responsibilities. The training also emphasized creating a safe and inclusive work culture.



### Accelerated Sales Management Program

Mr. Himanshu Singh, our Assistant Manager of Retail Sales, participated in the prestigious Accelerated Sales Management Program offered by S. P. Jain School of Global Management. Over six days in June 2024, under the expert guidance of Professor Ramushankar Rao, Himanshu engaged in an intensive curriculum.

#### Learning outcomes:

- Deeper understanding of external business trends.
- Enhanced ability to influence and lead sales teams.
- Advanced strategies for managing Key Accounts, Key Opinion Leaders, and Channel Partners.
- Development of effective sales growth strategies and execution plans.
- Energizing the sales organization to tackle future challenges.

## Purchase Requisition through SAP

On 29th June, 14 employees from Instor participated in a training session on "Purchase Requisition through SAP," led by Mr. Nandkishor Patil and Mr. Shashank Ghatpande. The training aimed to transition from manual indents to using SAP for requisitions of consumables, materials, and machinery parts.



## Being Dynamic Managers Using NLP Techniques

The "Being Dynamic Managers Using NLP Techniques" training program, conducted by MCCIA on July 2, 2024, aimed to enhance the managerial skills of our employees. Led by Ms. Veenu Shivdasani, this full-day session focused on empowering six participants from our organization to become better managers and improve team management through Neuro-Linguistic Programming (NLP) techniques. This personal development initiative underscored our commitment to fostering leadership and effective management within our team.

### Topics covered:

- Effective Communication
- Conflict Resolution
- Time Management
- Motivation and Engagement
- Performance Evaluation





## Ganesh puja



## Lakshmi puja





## Tree Plantation Drive

We are proud to announce that Instor India, in collaboration with Pinnacle Group companies, led a Mass Tree Plantation Drive in Pune and Pithampur to celebrate the International Day of Forests on March 21st! Together, we planted 1,000 trees to create a greener and healthier environment for everyone.

This initiative reflects our dedication to environmental sustainability and community welfare. By planting indigenous tree species, we are not only enhancing green cover but also promoting biodiversity and combating climate change.





## Celebrating women

Empowering women has been at the core of our values during the past 8 years of successful business at Instor India. We believe in going beyond the professional realm to nurture holistic well-being. From monthly birthday celebrations to recognizing stellar performers with Star of the Month awards, we ensure that every milestone is cherished. Through on-the-job training, behavioral workshops, and team-building exercises, we've fostered an environment where every woman feels empowered to thrive. Furthermore, we uphold the rights and welfare of our female workforce through initiatives such as;

- Maternity benefits
- Access to healthcare facilities
- Comprehensive insurance coverage
- Round-the-clock ambulance services
- Transportation assistance

# WOMEN'S DAY



## Our Clients







### Contact our sales team today!

For inquiries, custom solutions, and dealership opportunities, contact our dedicated sales team:

#### Instor India Pvt. Ltd.

New Gat 584/2

Koregaon Bhima, Taluka Shirur

Pune 412 216, INDIA

✉ [sales@instorindia.com](mailto:sales@instorindia.com)

🌐 [www.instorindia.com](http://www.instorindia.com)

📞 +91 8669966938

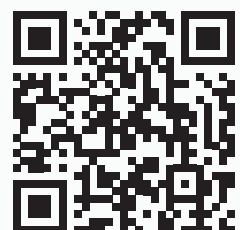
📱 +91 9175368952

 Instor India

 @instorindia

 Instor India

 instorindia



Scan for Website