

Celebrate the colours of this festive season with Instor!





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From Director's Desk

Dear Instor Family,

Let me begin by wishing you and your families a prosperous, happy, and healthy festive season. Though the last quarter has been no less than a celebration, our dedication, commitment, and customer-first approach have brought us many achievements and milestones to reach the "Pinnacle" of the global retail fixture manufacturing market. I would like to thank and congratulate the most promising members of the 'Instor family', as we have been recognized as one of India's most promising retail fixtures and display companies by Silicon India. It is also an exciting juncture, as we have ventured into a new segment with the manufacturing of L 500 scooter for Decathlon. We are also glad to partner with Big Basket to provide our products and services to the online retail giant as they plan to enter into the offline space

By fulfilling 150+ orders to our retailer partners in the last quarter, we've been setting a bar in India and globally. Such achievements, milestones, and collaborations reflect our sheer commitment to achieving excellence. "Society first" has always been our priority and approach to business. Our donation drives, blood donation camps, limb fitments, and other social activities reflect our responsibilities and commitment to society.

I strongly believe that we'll achieve many more such milestones together and continue striving toward the betterment of our business and society.

Ms. Ritika Mehta

Director,
Instor Kider India Pvt. Ltd.





New Store Installations



Supermarket and Hypermarkets

Ushodaya Super Market, Hyderabad

We are pleased to have collaborated with Ushodaya, one of the leading independent supermarket chains in grocery retail in the states of Telangana and Andhra Pradesh. Instor provided a full range of display and storage fixtures for their shopping marts and supermarkets, such as specialized grocery displays, grain storage units, bakery racks, vegetable and fruit display racks, impulse fixtures, cash counters, and more. Our specialized and bespoke range of retail fixtures for Ushodaya ensures maximum product display and an exceptional customer experience.

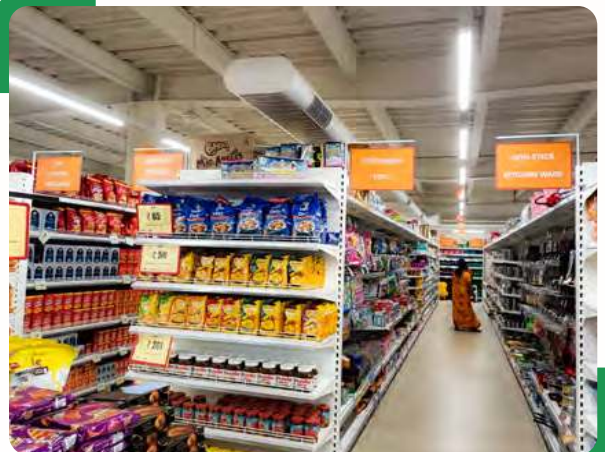


OLO Mart, Navi Mumbai

The finest housing infrastructure shop, OLO Mart-Panvel, Mumbai, has been created and developed by Instor India with the most up-to-date modern features. For this compact supermarket, Instor India has offered specialized display and storage fixtures with cash counters, trolleys, etc.

Ratnadeep Retail, Hyderabad

By designing, developing, and setting up a unique in-store experience, Instor India makes sure to gain the most exposure for its clients while providing an excellent product storage system. For Ratnadeep Retail Mart in Hyderabad, Instor India has installed modern fixtures with modern & functional designs, including grocery displays, grain storage units, bread racks, vegetable and fruit racks, impulsive fixtures, cash counters, and much more.



Supermarket and Hypermarkets

Gilded 3 Retail, Udaipur, Rajasthan

Instor India is pleased to collaborate with Gilded 3 Retails, Udaipur, Rajasthan. We have designed and developed customized store fixtures and solutions to maximize storage and ensure enhanced customer attention and in-store experience.

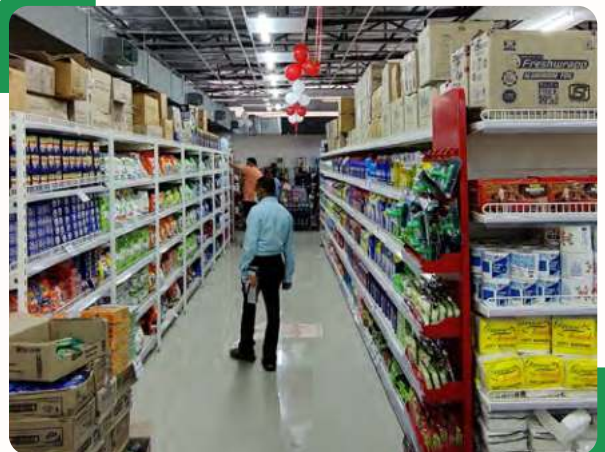


Gayatri Traders, Borivali, Mumbai

Gayatri Traders Borivali, Mumbai is all set with the modernized store interiors by collaborating with Instor India. With customized store design, we have provided updated modern-era solutions such as grocery displays, grain storage units, bakery racks, vegetable and fruit display racks, impulse fixtures, cash counters, and much more.

Dhirajsons, Vyara, Gujarat

We are pleased to have collaborated with Dhirajsons, Vyara, Gujarat, by providing them with the best quality grocery displays, grain storage units, bakery racks, vegetable, and fruit display racks, impulse fixtures, cash counters, and much more with modern solutions.





Bike Accessories

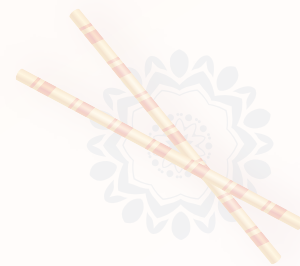
HITRZ MODZ, Bangalore

Instor India is pleased to partner with HITRZ MODZ, Bangalore by providing product displays, storage racks, and much more using the best fixtures and design ideas to ensure maximum product exposure and the best customer experience.



Crossroad Biker Shop, Mira Road, Mumbai

To deliver the greatest products and modern solutions, we are steadily building a strong partnership with Crossroad Biker Shop. Bike accessory fixtures have been carefully designed, developed, and manufactured by Instor India to ensure maximum customer attention.



Books & Stationery

Crossword Books Store, Panchkula

We are happy to collaborate with the Crossword Books Store once again, for their Panchkula outlet. We have designed, developed, manufactured, and installed store fixtures to offer an ideal in-store ambiance for book lovers.



Crossword Books Store, Mumbai

The store has been established and created with the most beautiful fixtures and aesthetics to the era's preferences. Working with Crossword Books Store in Mumbai gives Instor India great pleasure.



Pharmacy



Dosecart Pharmacy, Bhopal

We are delighted to collaborate with Dosecart Pharmacy, Bhopal. We have designed and developed stunning product displays, medicine shelves, racks, display units, drawers, and much more to ensure a seamless in-store experience.



Apparel Store

Hare Krishna, Vita, Sangli

Instor India is glad to have collaborated with Hare Krishna for their new apparel store in Vita, Sangli. Instor's specially designed fixtures and solutions are installed to provide maximum product exposure & unforgettable customer experience.





Collaborations

Decathlon's leadership team visits Instor

Our long-standing association with Decathlon is reaching new heights as the Decathlon's leadership team recently visited Instor India to support the new collaborations, processes, developments, innovation, and line setup, as the

TT Table is in its final stages. We're delighted to share that Instor India has entered into a completely new segment with the manufacturing of the L 500 two-wheel runner scooter, which was inaugurated by the Decathlon France team at Instor India. New scooter models are also in the development stage, as are export plans for metal fixtures and other finished goods.



Instor collaborates with Big Basket as it expands into the offline space

We're proud to share that Instor India will supply retail store fixtures to leading online retail giant Big Basket as the company enters into the offline space by setting up physical stores. We look forward to a successful association with the leading online retail player by supplying world-class modern retail and storage fixtures to help our partners provide a seamless customer experience.



Instor India collaborates with 150+ retailers over the last quarter

Instor India achieved the milestone by supplying and collaborating with 150+ retailers and Kirana stores in the last quarter. With the constant support, commitment, and hard work of our employees, Instor India is not only achieving the milestones in India but also setting the bar globally.



Siffron USA Visits Instor India

We are delighted to share that the Siffron USA team recently visited Instor Kider India to explore our manufacturing, processes, and designing capabilities and production facility. The Siffron USA team appreciated Instor's advanced manufacturing facility and capabilities.





Employee Engagement

We learn together and we win together!

We, at Instor India, believe that investing in employees' personal and professional growth makes organizations achieve their long-term goals. We feel immensely proud to share that we recently organized a two-day learning and development session for our sales team at Navalveerayatan, Pune. An intense employee development session conducted by the renowned international trainer, Mr. Mayur Kalbag, focused on enhancing the skills of the sales team in the areas of team building, interpersonal skills, management and motivation of teams, the importance and understanding of leadership, stress management, active listening, etc.



Empowering the future –'the female'!

As we enter the festive fervor, we have committed to celebrating women by increasing gender diversity at our workplace to augment innovation, improved productivity, and more profitability. Instor India pledges to hire more women until they make up 40 percent of the factory workforce by 2023. We've been purposeful about a clearly defined, gender-diverse recruiting strategy ensuring all our job postings are inclusive while showcasing our company culture. To kick-start the initiative, we have onboarded 15 women to our Decathlon assembly line this month, and look forward to strengthening our women workforce across product assembly line, quality, purchase, R&D, engineering, marketing & sales.





Instor

recognized by **siliconindia** *Magazine as*

siliconindia 10 MOST PROMISING
RETAIL FIXTURES &
DISPLAY COMPANIES 2022



Awards & Recognition



Instor India wins the 'Most Promising Retail Fixtures and Display Company' award

We're proud to be recognized as one of the most promising retail fixtures and display companies by Silicon India, one of the leading business magazines. Our commitment to providing world-class innovative modern retail fixtures and services across India has established us as India's largest and most trusted retail store fixtures and specialized solutions company. As the retail industry is on the cusp of transformation, we are looking forward to leveraging our market leadership to deliver quality and efficient products and solutions.



DISPLAY



STORAGE



MOVEMENT



CSR Activities

Supporting society, making a difference!

We feel immensely proud to have conducted several donation drives in association with Nirmukt Foundation at Maher Aashram, Koregaon Bhima, Pune, a shelter home for underprivileged children, women, and men. We are glad to share that we have supported 350+ kids at Maher Aashram with food kits and stationery items to improve their quality of life and assist their holistic development.



Blood Donation Drive at Instor Kider India

We are delighted to share that Instor Kider India and Nirmukt Foundation yet again came up together for a social cause by organizing a blood donation camp. We organized a blood donation drive at Instor India, wherein more than 50 Instor family members volunteered to become proud donors.





Offering Innovative Solutions

retail store fixtures and specialized solutions, as introduced a newly developed W-Range of metal come with an aesthetic wooden finish,

W-Range metal fixtures by instor india come in every of modern fixtures to match the design and character of retail stores pharmacies, and other retail stores.

Woods fixtures are often seen as a favorable choice for few warm appeal and are often purchase for a lower price value over metal fixtures. However, wooden fixtures have high maintenance and repair costs, are more susceptible, have lower durability and load-bearing capacity, shorter life span, and a higher replacement cost. They also make it difficult to change the layouts in retail stores as they are more space consuming, slow time in increased storage in their manufacturing, which makes them not are friendly.

"To address these issues, we developed the W-Range by designing durable and environment friendly fixtures to provide the same aesthetic, sophisticated look, and same appeal, similar to that of wooden fixtures," says Ritika Mehta, Director, instor india.

instor is at the forefront of innovations in fixtures for retail, variety and in creating solutions that are modern, functional,



Our W-Range of metal fixtures is the first of its kind in India with advantages such as an appealing, modern look and finish, durability, high load-bearing capacity, insurance-free, easy to modify, and longer life span, in short, they are designed to meet all the requirements of retail stores.

Ritika Mehta, Director, instor India

and durable. Its fixtures are being used in pharmacies, hybrid pharmacies etc., and in specialized retail stores, backed by an efficient service and support network to provide the best in store experience to meet the diverse Indian retail market.

"Our aim is to provide modern, sophisticated products that deliver the best customer experience at every touchpoint, and grow our retail footprint across all urban and rural markets. We offer authorized products that are designed for

THE TIMES OF INDIA

'Phygital Personalised Purchase' - The modern retail phenomenon



Ritika Mehta
The author is the Director, instor by Kider India Private Limited

The Indian retail industry has been rapidly evolving, but the disruptions and pathbreaking changes can be seen dominating more so, especially over the last 5-6 years, thanks to modern technologies, the internet, and paradigm shift in consumer behaviour patterns. It was not long back when a physical store owner used to only consider the nearby retail stores as their competitors. Cut to 2022, even a small retail store owner is competing with not only the nearby small and mid-size retail stores but also the supermarkets, hypermarkets, local and global retail chains, and the invisible competitors - the online sellers or online retailers. Be it a small retail store owner or a giant retail chain, every retail player is now in search of the winning mantra that can help them to update, innovate and revamp their businesses and stay relevant in the era of modern retail.

Now, online shopping is directly impacting and competing with the mid and small retail owners in metro cities with the additional advantages of heavy discounts, product options, rapid deliveries, and single-touch order placements. The digital revolution, cheaper internet and smartphone costs, entry of new online shopping channels, and the pandemic have already

Instor India: C

Manufacturer of retail store fixtures that come with a

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"To address these issues, we developed the W-Range by designing durable and environment friendly fixtures to provide the same aesthetic, sophisticated look, and same appeal, similar to that of wooden fixtures," says Ritika Mehta, Director, instor india.

instor is at the forefront of innovations in fixtures for retail, variety and in creating solutions that are modern, functional,



In the News



Instor India- Offering Innovative Solutions

We are delighted to be featured in NBM&CW Modern Green Structure & Architecture, India's leading construction publication. They featured our latest W-Range metal fixtures, which come with multiple options of wooden finish to cater to and replace the demand for wooden fixtures with metal fixtures for retail stores, pharmacies, and other specialized stores. Our W-Range is designed for our customers' unique demand for aesthetically designed stores with wooden finishes that come with the advantages of environmentally friendly and highly durable metal store fixtures.

READ MORE



Instor India: Offering Innovative Solutions

Manufacturer of retail store fixtures and specialized solutions, Instor India, has introduced a newly developed W-Range of metal fixtures that come with an aesthetic wooden finish.

The W-Range metal fixtures by Instor India come in a variety of wooden finishes to match the design and character of retail stores, pharmacies, and other specialized stores.

Wooden fixtures are often seen as a favorable choice for their warm appeal and they often opt for a lower price value over metal. However, wooden fixtures have high maintenance and repair costs, are water susceptible, have lower durability and load-bearing capacity, a shorter life span, and a higher replacement cost. They also make it difficult to change the layouts in retail stores as they are more space consuming, and there is increased wastage in their manufacturing, which makes them non eco-friendly.

"To address these issues, we developed the W-Range by designing durable and environment friendly fixtures to provide the same aesthetic, sophisticated look, and warm appeal similar to that of wooden fixtures," says Ritika Mehta, Director, Instor India.

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"Our aim is to provide modern, sophisticated products that deliver the best customer experience at every touchpoint, and grow our retail footprint across all urban and rural markets. We offer customized products that are designed for

optimal wall and floor space utilization, efficient durability, and competitive pricing," says Ritika.

The company has a pan India presence with over 6000 uniquely designed stores, 70,00,000 sqft retail space covered with its products, over 80,000 products across various segments and industries, and the capabilities to design stores across multiple categories, it has been delivering solutions and products to D-Mart, Future, Reliance Retail, Big Bazaar, Decathlon, and Aditya Birla Group, etc.



THE TIMES OF INDIA

'Phygital Personalised Purchase' – The modern retail phenomenon



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Now, online shopping is directly impacting and competing with the mid and small retail owners in metro cities with the additional advantages of heavy discounts, product options, rapid deliveries, and single-touch order placements. The digital revolution, cheaper internet and smartphone costs, entry of new online shopping channels, and the pandemic have already fueled up online spending and purchasing in India, a study by Boston Consulting Group expects online shoppers to nearly triple over the next decade, and online retail spending to grow nearly sixfold to reach USD 300 Bn by 2030. But the half-truth to this story is that despite all the factors and disruptions, online retail still accounts for barely about 5-6 per cent of Indian retail.

THE TIMES OF INDIA

Phygital Personalised Purchase- The Modern Retail Phenomenon

We're delighted to be featured in India's leading publication, The Times of India. The Times of India Blogs featured an article by our Director, Ms. Ritika Mehta, highlighting the shift in consumer behavior and the need to provide a seamless phygital personalized purchase experience for customers competing in the fiercely contested retail sector. Read on to learn more about the modern retail phenomenon

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GET A **FREE QUOTATION**

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