

# Newsletter

Issue 8 | 2023





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Where To Find Us?

## Director's Desk

I am thrilled to share some fantastic news about the recent achievements of Instor India! Our team has achieved significant milestones this quarter, and I couldn't be prouder of their hard work and dedication.

We recently released our employee handbook, which serves as a comprehensive guide to our policies and procedures. This handbook is a valuable resource for all our team members and provides clear guidelines for our work environment and expectations.

As we strive to create a workplace that fosters growth, innovation, and collaboration, we conducted an ESAT survey and a Balance Scorecard exercise. The results were overwhelmingly positive and our employees are highly satisfied and engaged with their work. We are committed to continuing to align our team members' goals with the organization's objectives.

As part of our commitment to safety, we recently celebrated our 52nd Safety Week at Instor India. Our safety committee organized various activities and events to raise awareness about safety and security, including mock drills and safety quizzes. We are pleased with the level of engagement from our employees and appreciate their commitment to safety.

Lastly, I would like to warmly welcome Mr Bhushan Deshpande, who recently joined us as Sales Head. With his extensive experience and expertise in the field of sales, I am confident that he will lead our sales team to even greater heights. We are excited to have him and the entire team on board and look forward to working together to achieve our goals.

We are excited about the progress we have made and look forward to sharing more updates with you soon.

Best regards,

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





## Highlights



### Employee Handbook

We are thrilled to announce the release of our latest employee handbook, which is a testament to our unwavering commitment to providing our esteemed team members with a comprehensive guide to all policies, procedures, expectations, and benefits related to Instor India. This meticulously crafted document is the culmination of our HR team's tireless efforts to consolidate best industry practices, ensuring that it is easy to comprehend and relevant for employees at all levels.

We believe that this comprehensive employee handbook will be a useful asset to our employees, providing them with an overview of our company's practices and helping them in their roles. We are grateful to the CCPR team for their tireless efforts in creating this handbook.

### Annual ESAT (Employee Service Assessment) Survey

At Instor India, we are committed to promoting employee morale, satisfaction, and engagement. We recently conducted a comprehensive company-wide Annual ESAT Survey, which has provided us with valuable insights into our team members' experiences and perceptions.

We are currently developing targeted solutions to improve our Employee Net Promoter Score (E-NPS), ensuring that our team members continue to thrive and our company grows. We extend our thanks to all our team members for their participation and dedication to our success.







## Know your #PunchMaster

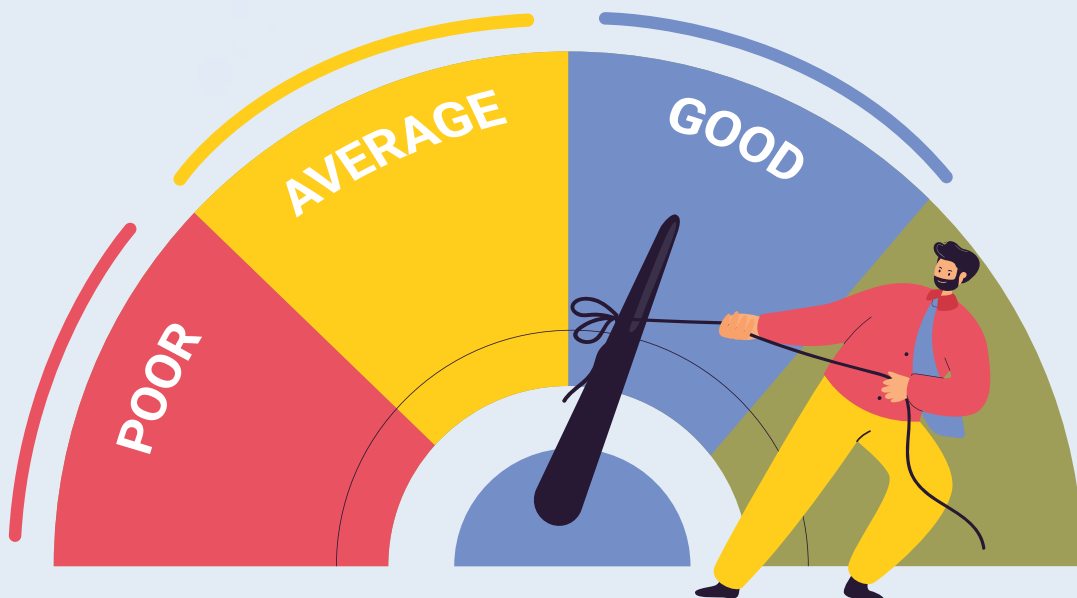
Unlock the full potential of our ZingHR portal! Don't just settle for its punching capabilities discover all the powerful features that can revolutionize the HR process and transform the employee experience.

From streamlined workflows to advanced analytics, it's the ultimate HR tool you never knew you needed. Let's explore together!

## Balanced Scorecards

Instor is dedicated to continually improving processes, and as part of this effort, we have introduced a "Balanced Scorecard" system for performance evaluation. This model aims to recognise employee contributions while aligning them with organisational goals. An introductory presentation was given by Anay Deshpande, Head of HR at Instor, and Mr Prashant Bhagat, Head of HR for Pinnacle Industries, to managers (M1) and above.

Ms Ritika Mehta, Director, chaired the session, which included other key attendees such as Mr Keshav Paithankar, Executive Director (ED), and Mr Prashant Jain, Chief Operating Officer (COO). The presentation covered the ideology, benefits, and implementation methodology of the balanced scorecard. This session provided valuable insights to foster a culture of performance excellence and collective success.



## Safety Day

We are glad to announce that we recently celebrated the 52nd National Safety Week at our organization, reaffirming our commitment to prioritizing safety for all our team members. With the theme 'Hamara Lakshya Shoonya Nuksaan', we highlighted our goal of achieving zero harm and promoting a culture of safety. As part of this celebration, we held the Safety Quiz Awards to recognise and appreciate team members who have shown outstanding dedication and efforts towards ensuring a safe working environment. We are proud to have such a committed team who prioritises safety in everything they do.

A glimpse of the safety quiz award ceremony



Watch Now







# Industrial Fixtures



## Industrial Fixtures and Solutions

### Decathlon India team visited Instor India's manufacturing facility



We were delighted to welcome the esteemed Decathlon India team to our manufacturing facility! The team, including the Head of Production, Metal Fixtures Head, and India Process Coach for Textile, visited us to learn more about our development plan for a new commodity. We were honoured to showcase our facility and share our expertise in the industry.

### Australian delegates visits Instor India







# New Store Installations



## Retail Fixtures: New Store Installations



### JK Mall, Sangli

We are thrilled to unveil the newly transformed JK Mall in Sangli, Maharashtra! Our team has been hard at work creating a state-of-the-art shopping experience for our customers. We proudly showcase our modern and durable fixture solutions, including outstanding display racks, product units, gondola racks, shelves, cabinets, storage drawers, podiums, and much more.

### Agrani Mall, Sangli

We are elated to have had the opportunity to provide Agrani Mall in Sangli, Maharashtra with our high-quality fixtures. Our team at Instor India takes pride in our attention to detail and quality, ensuring that our fixtures not only enhance the aesthetics of a space but also provide a seamless and reliable shopping experience.



### Samarth Home Appliances, Sindhudurg

Instor India is proud to have had the opportunity to provide Samarth Home Appliances in Sindhudurg, Maharashtra, with our high-quality fixtures. Our distinctive fixtures offer optimal product displays and exceptional customer service, ensuring a seamless shopping experience for your customers. With modern and smart designs that optimize storage and enhance customer focus, our fixtures will help your store stand out from the crowd.





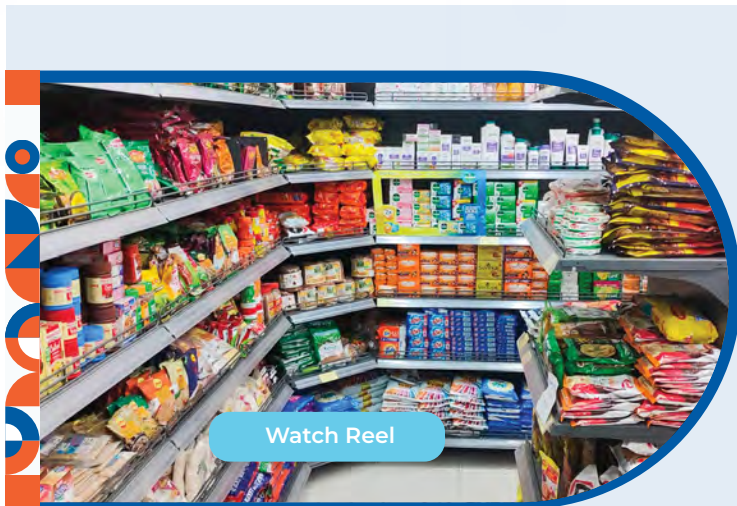


### Yogesh Book Depot, Pune

Instor India is thrilled to provide store fixtures to Yogesh Book Depot in Pune, Maharashtra. Our multi-slotted racks enhance the shopping environment, making it easy to display and store various stationery items. From notebooks and folders to pens and art supplies, our fixtures ensure your book and stationery store stands out from the rest.

### N-Mart, Buldhana

Instor India is excited to share the success of our project at N-Mart in Buldhana, Maharashtra. Our high-quality fixtures enhance aesthetics and maximise functionality, making them perfect for modernising stores, improving merchandising capabilities, and creating inviting atmospheres. The stunning transformation at N-Mart Buldhana has left customers thrilled with their space's new look and feel.



### Yerawar Supermarket, Nanded

Instor India is glad to announce the successful delivery and installation of our exceptional store fixtures and solutions at Yerawar Supermarket in Nanded, Maharashtra! We are absolutely delighted to have received glowing feedback from Yerawar Supermarket, expressing their utmost satisfaction with our fixtures. Witnessing their store undergo a stunning transformation, now adorned with modern and stylish displays and storage systems, truly creates an exceptional shopping experience for their esteemed customers.

## Meet the Team

### Welcome to Instor Kider India Pvt Ltd

Meet our stellar sales team, dedicated to helping you find the perfect solution for your needs. With years of experience and a passion for customer satisfaction, they're ready to take your business to the next level. Get to know our team and let us help you achieve your goals!



**Bhushan Deshpande**  
Dy. General Manager



**Himanshu Singh**  
Assistant Manager



**Priyanka Nakwa**  
Assistant Manager



**Dattaji Patil**  
Sr. Executive I



**Dnyaneshwar Agale**  
Sr. Executive II



**Gopal Sangokar**  
Sr. Executive II



**Swati Sonwane**  
Sales & Marketing Officer



**Pooja Gopnarayan**  
Executive



**Nitu Kumari**  
Graduate Engineer Trainee



**Shreya Avhale**  
Graduate Engineer Trainee



**Rutuja Lanjewar**  
Graduate Engineer Trainee



**Ankita Chankhore**  
Graduate Engineer Trainee





## Customer Testimonials

### Welcome to Instor Kider India Pvt Ltd

Thank you for your feedback, we are overjoyed to read all the glowing reviews.

We always strive to provide the best possible products and services to our customers, and your reviews will help us grow stronger and better!



**instor**  
KIDER INDIA PVT. LTD.

**#HappyCustomer**

**3GY**  
Bhatji Chhind Yerawar

**Reviews**

**Yerawar Supermarket, Nanded**  
★★★★★

We are happy to share our wonderful experience with **Instor India Pvt Ltd**. The level of satisfaction we have achieved is beyond measure. The team's diligent efforts and attention to detail have resulted in the successful completion of the project, fully aligning with our requirements. We would like to thank Mr. Gopal, the salesperson, for his exemplary service. Instor India has delivered exceptional quality fixtures while maintaining affordable rates and we are truly grateful for their outstanding work.

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KIDER INDIA PVT. LTD.

**#HappyCustomer**

**Reviews**

**Fanciful Showroom, Guwahati**  
★★★★★

Fanciful showroom in Guwahati, Assam extends sincere thanks to Instor India for their exceptional service. Our requirements for best-quality products were met flawlessly. The team's dedication and support were outstanding. Thanks to Priyanka Nakwa for her assistance from start to finish. Best wishes to the entire Instor India team. Highly recommended!

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# Just for Pun



At Instor, we believe that a good chuckle is always in style. We take our storage solutions seriously, but we also love to bring a smile to your face.



Read More

  
KIDER INDIA PVT. LTD.

## A match made in heaven

A perfect store  Instor



  
KIDER INDIA PVT. LTD.



Small Role



Big Impact

Our shopping carts have a hidden talent!



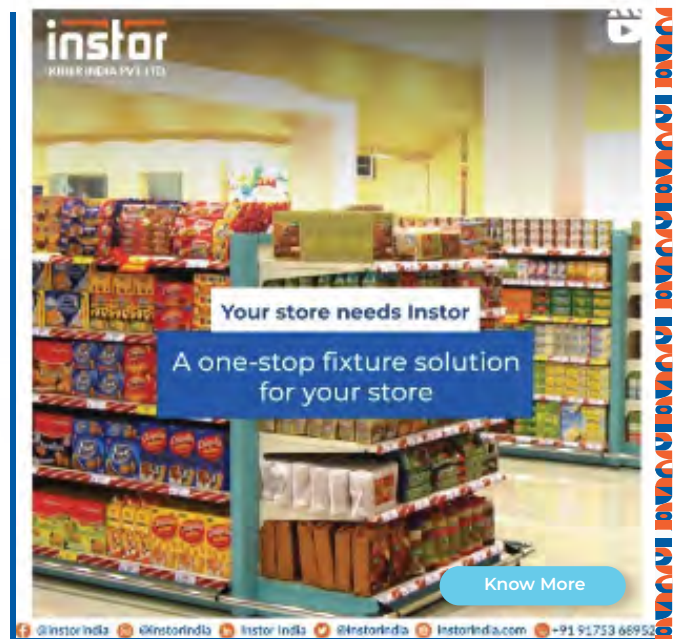
Read More



## What's Trending

Welcome to the exciting world of Instor, where innovation and creativity are always on the rise!

We are thrilled to share our latest achievements and success stories with you as we continue to push the boundaries. Here are some glimpses of what's happening in the Instor world!





# Employee Corner





## Employee Corner

### Empowering women in the workplace: Instor India's fabrication training success story

At Instor India, we are committed to empowering our women employees to reach their full potential. That's why we provided fabrication training to help them acquire new skills and advance in their careers. We believe that by investing in our employees, we're investing in the future of our company and the community.

We're incredibly proud of our talented women workforce and the contributions they've made to our success. Thank you for being an essential part of our team, and we look forward to continuing to create a supportive and inclusive work environment where everyone can thrive.







## Women's Day Celebration

In celebration of International Women's Day, we would like to recognize the incredible women of Instor India who are breaking barriers and shaping the future of the manufacturing industry.

Our #WonderWoman has proven that gender is not a barrier to success. They lead the way with their skills, passion, and dedication to their craft. With their innovative ideas and hard work, they have made significant contributions to the growth and success of Instor.






## World Environment Day

Instor India celebrated #WorldEnvironmentDay by planting trees at our Pune facility. Check out these glimpses of our team joining hands to nurture the Earth and create a sustainable future.



## Embracing Make in India Manufacturing Excellence

Instor is committed to #MakeInIndia by promoting local manufacturing and indigenous products. Our facility employs state-of-the-art machines to ensure precision in every step of the process. Join us in supporting local manufacturing and discover the quality difference with Instor.



**instor**  
KIDER INDIA PVT. LTD.

#InsideInstor

A Look #InsideInstor's  
Manufacturing Unit!

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Watch Reel



## #InsideInstor

### Celebrating Women's Empowerment: Instor India Reaches 120+ Women Workforce Milestone

Instor India is proud to announce a significant milestone in our journey towards promoting gender diversity and inclusivity in the workplace. We're thrilled to share that we have exceeded the 100+ women workforce benchmark! This achievement is a testament to our commitment to empowering women and fostering a workplace environment that celebrates diversity. We believe that women bring unique skills and perspectives to the table, and we're excited to continue supporting them in reaching their full potential. At Instor India, we're dedicated to making a positive impact on our society and creating a better tomorrow for all.



Watch Reel

# LOCAL GLOBAL



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



**D Mart**

A TATA and TESCO Enterprise  
**star**

**PATANJALI**

**Suhana**  
TASTEMAKERS OF INDIA SINCE 1982

**BIG BAZAAR**  
Making India Beautiful

**SPORT ZONE**

**HyperCITY**  
Big store. Big savings.

**DECATHLON**

**White Mart**

**SPAR**  
Hypermarket

**Milgiris**  
1905

**ADITYA BIRLA GROUP**

**FORCE**  
MOTORS

**CROSSWORD**

**future group**

**LG**

**SONY**

**easy day**  
Club

**7 ELEVEN**

**Heritage**  
HEALTH AND HAPPINESS

**Wellness Forever**  
CHEMISTS & LIFESTYLE STORE

**RENFRO**  
CORPORATION

**GreyOrange**

**Viveks**  
THE UNLIMITED SHOP

**TESCO**

**more**  
MEGASTORE

**Vijetha**

**SAMSUNG**



## Where To Find Us?

Discover the latest storage and infrastructure solutions at Instor India! Explore our extensive product range online at [www.instorindia.com](http://www.instorindia.com) and experience the convenience of expert advice and exceptional service. You can also find us on IndiaMART at <https://www.indiamart.com/kiderindia/> to browse our products and connect with us.

Additionally, you can connect with us on WhatsApp at **+91 91753 68952** to get personalized assistance from our knowledgeable team. With our commitment to supporting local manufacturing through the #makeinindia initiative, Instor India is your go-to source for high-quality solutions that make a real difference for your industrial or retail store.





# INSTOR INDIA

## INDIA'S LARGEST MANUFACTURER & EXPORTER OF RETAIL, WAREHOUSE & INDUSTRIAL FIXTURES

### GET A **FREE QUOTATION**

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Pune 412 216, INDIA

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

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