

Kider India forays into Fire Doors Industry

Kider India Pvt. Ltd has forayed in manufacturing of branded Hollow Metal Fire Rated and General Purpose Doors which are produced in our facility in Pune, Maharashtra. Currently we are operating at the capacity of producing 200 doors per day given our proficiency with sheet metal products.

We follow international norms and guidelines and our products are engineered to deliver solutions which are sturdy and durable. Our steel fire doors are tested and certified for 120 Mins Fire Rating as per Indian and British Standards. Currently we are catering to all types of Residential, Commercial & Industrial projects.

*Below images are for representation purpose only. For more product details and specifications, contact, Mr. Amol Vaidya at 7887806464 or avaidya@instorindia.com







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Display, Storage and Movement Products for Retail Stores to Create an Exceptional Customer Experience & Brand Promise.

CONCEPT. DESIGN. BUILD. INSTALL. CARE

Instor India introduces Ambulance Stretchers

Instor India has introduced EZ EMS TRANSPORT, Patient Loading & Transport System, to its diverse product portfolio.

Instor's EZ EMS (Emergency Medical Services) Transport stretcher (patent pending) certified by AIS - 125; is designed to quickly and easily transport patients in and out of ambulances with enhanced safety and comfort of both patients and EMS professionals.

Now EMS professionals can lift, lower, load, and unload with ease and ensure timely and proper care to patients.





Do you want to upgrade your Store? Don't lose the opportunity to earn more! Find out how we can give your existing store a makeover...

Contact: 98220 09838 91300 90428 sales@instorindia.com

IN-STORE
CUSTOMER FLOW
& EXPERIENCE

RESULTING IN
HIGHER
PROFITS
FOR STORE OWNERS



New Installations by Instor India





Shusma Medical Agency, Jaunpur, Uttar Pradesh

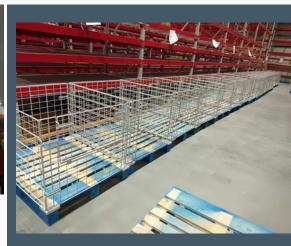








Vijetha Super Market, My Home Avatar, Gachibowli, Hyderabad







Wal Mart, Best Price, Indore, Madhya Pradesh



New Installations by Instor India





Phade Navinchad Dipchand, Akluj, Maharashtra





EasyDay, Six Mile, Guwahati





Nilgiris Store Chansandra, Bangalore





Nature Medico, Pashan, Pune



New Installations by Instor India







Pravin Masala, Market Yard, Pune





Big Bazaar, Orion Mall, Bangalore



D-Mart Jalgaon, Maharashtra



New Installations by Instor India





EasyDay, Ghodasar, Ahmedabad





Big Bazaar, KP Mall, Patna





Vijetha Super Market, Hyderabad

Pinnacle Premier League

Kider Strikers & Instor Tigers shine at Pinnacle Premier League

Here is a sneak peek to Pinnacle Premier League, inter-company cricket tournament hosted by Pinnacle Social & Charitable Foundation in Pune. The two-day extravaganza witnessed participation from all our associate companies' employees who showcased best in class cricket and spirit.

We congratulate our teams, Kider Strikers, Instor Tigers & Queens XI for playing wonderfully and for their terrific display of sportsmanship.





















Blood Donation Camp at Instor India

Pinnacle Social & Charitable Foundation organised a blood donation drive at Instor India on 10th June 2019.

It's not every day that we do something that has such a lifesaving impact. We witnessed a very enthusiastic response from all the employees for the blood donation. A total of 50 people played their role in saving precious lives by donating blood at the camp. The proud donors were recognised by certificate for their valuable contribution.













International Yoga Day

International Yoga Day, celebrated on 21st June every year, is recognized to raise awareness worldwide of the many benefits of practicing yoga.

As a part of this, Pinnacle Social & Charitable Foundation organised organised a Yoga session for the employees of Instor India by acclaimed Yoga trainer, Mr. Raman, who also shared a few insights on importance of Yoga & meditation for working professionals.









In the News

BusinessLine

Energising the MSME ecosystem

Reduced interest rates, lower collateral, and improved access to credit will give a boost to the sector

ndia's micro, small and medium enterprises (MSME) sector, known as its engine of growth, contributes it per cent of its GDP, 45 per cent of exports, comploys over 12s million people and creates nearly 13 million pobsecyey year. The entrepreneurial growth and development they contribute are not restricted to the urban areas only. Of the 55.8 million MSMEs, 59 per cent are based in rural India.

But the absence of adequate and

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But the absence of adequate and timely bank finance, high cost of credit, non-vasilability of suitable technology and over-regulation inspect be growth of this sector.

Among the aforementioned constraints, the availability of finance and financing costs are the two key factors that directly impact the growth and survival of the manufacturing and services MSMEs. As per the IFC report 2018, the overall finance demand by MSMEs is estimated to be about 1873. Talks rore is the other requirement. Of this, about \$48.5-lakh crore is required for working capital and \$20.8-lakh

crore is the capex investment re-quired for fixed assets. But of the total debt requirement of X69.3 Lakh crore (\$1.07 trillion), only X10.9 Lakh crore is raised from formal sources and as much as X58.4 crore is raised from informal sources.

RSSA crore is raised from informal sources. Though private and public banks, NBFCs and Fils all make up the formal financial ecosystem to provide the desired capital, there is a hugge gap in catering to the financing requirement of the MSME sector leading to most MSMEs preferring to raise capital from informal resources. This preference is due to ease of access, speed of disbursal and need of minimal documentation.

The Modi 2.0 government should focus on the following measures to enhance credit access to MSMEs.

Availability, interest rates

Availability, interest rates
The RBI should consider a minimum of 200 basis point reduction
in rates and enable banks to triple
credit growth to MSMEs. To create
the industries of the future, access
to long term funding is crucial at
competitive interest rates. The
irony today is that an individual



can purchase a luxury car worth crores through bank/NBFC financing within a day, but an MSME entrepreneur cannot purchase a machine for the same value without onerous requirements and the personal guarantees of promoters.

By offering differential Cash Reserve Ratio and Statutory Liquidity Ratio for banks lending to the MSME sector, improving credit availability and taking remedial measures to enhance the effectiveness of the Credit Guarantee Scheme, the RBG can help the MSME sector create 20-25 million new jobs

over a few years, curtail inflation and improve export competitiveness. In sync with the limited liability principle, collaterals sought by banks from MSMEs should be limited to 13 per cent of the expount rather than insist on unlimited collateral. Personal guarantees should be taken only in the case of collateral shortfall and not where enough collateral is available from a firm's resource. In case of collateral shortfall and not where from the collateral is available from a firm's resource. In case of collateral shortfall, personal guarantees must be taken from whole time and executive directors only and not from external directors who provide guidance and have no role to play in the day-today operations of the business. Bank officials should be insulated from honest failures.

The requirement to return bank guarantees (BGs) to close the claim period needs to be removed. The sanctity of the claim period as stated in the BG should be honoured and any existing anomalies removed. Charges for the BGs for over two years should be debited on a nanual basis and not upfront. This step will ease cash flow pressures on the MSMEs. Annual BG

charges for long-term loans should be lower for subsequent years in line with the diminishing effort re-quired by the bank. Policymakers should also con-sider discounts on normal margin facilities for MSMEs with no de-faults with low risk profile, on the

lacilities for MSMEs with no de-laults with low risk profile, on the lines of the "no-claim bonus" for in-surance premiums.

Akin to London Stock Exchange, other global stock exchanges, should also be invited for easy and affordable equity. More social ven-ture funds must be encouraged and the IPO process simplified to en-courage more companies to access

ment and PM Narendra Modi. Apart from other policies, it's time for Modi 2.0 to free MSMEs from the challenges on hand to create a 'Nir Modi 20 to free MSMES from the challenges on hand to create a 'Nir-mukt' manufacturing ecosystem that can propel the Indian economy and empower MSMEs to make a dif-ference globally.

Workshop on Menstrual Hygiene

Menstruation is a natural part of the reproductive cycle. However, it remains a taboo and is rarely talked about. Pinnacle Social & Charitable Foundation collaborated with Spherule Foundation to conduct a workshop on menstrual hygiene to spread awareness on safe menstrual practices. Dr. Geeta Bora, Founder & Director, Spherule Foundation conducted the workshop at Instor India to sensitise our women workforce on various complications arising out of lack of menstrual hygiene.





Point-of-Purchase

Are Indian retail fixture manufacturers on the crossroads?





The Instor Blog Store Displays – How to Pick the Right Ones for Your Business

Visual merchandising is an essential element that contributes to a brand's personality and the characteristics associated with a brand. The main idea behind this is to affect the sales numbers in a positive way. Retail stores that focus on visual merchandising can increase the sales to a great extent while making the best use of their available area. Today, we will explain how should retailers optimize their store displays. How to Pick the Right Display Units for Your Store?

Highlighting the products in the best way

The main focus of the display units should be to highlight the most important and best-selling products in the best possible ways in order to further enhance their saleability.

Keeping the products to sell in mind

Display units should be bought or customized as per the items being sold in the store. For instance, if you plan on selling groceries in your outlet, stuffing the store with podiums won't be of any use. If a bookstore needs customized library shelvings. You would need to buy shelves, racks, and gondola units depending upon the products being sold.

Consistency with the brand image

The visuals of a store should be able to exhibit the essence of the brand in a unique manner so as to build a great brand recognition among the customers that visit the stores. The colours, shapes, and other visual elements of the in-store display fixtures should be in sync with the theme of the brand.

Consider budget

There is no need to spend lavishly on customizing the display elements of a store. The visuals can be kept minimalistic and they would still give out a classic feel. The main idea is to plan a budget to be invested in the display solutions and get those installed as per the budget.

Deciding on the best material that suits the brand

Some products need to show off a rugged look while other need to exhibit extravagance. A retail store selling wooden furniture can customize its display units to look more aged – a classic wooden look would be perfect, while a store selling jewelleries needs to impart luxury in its surroundings – glass and polished metallic display units might serve the purpose here. It is important to decide on the material of the units in accordance with the brand image.

Checking compliance with store expansion

Stores might need to expand in the near or remote future; it is always a good idea to keep this aspect in mind and get customization units that would be portable so that those can be transported and reassembled easily later.



Felicitating 'Star of the Month'



Swapnil Surwase Sr. Executive Quality Department



Sandeep More Sr. Executive Logistics Department



Nilesh Wankhede Technician Maintenance Department



Asha Awate Office Assistant HR Department

Contact Us

Instor by Kider India Pvt. Ltd. - New Gat 584/2, Koregaon Bhima, Taluka Shirur Pune

Tel: +91 2137 678000 E-mail: sales@instorindia.com

Website: www.instorindia.com

Call us: +91 9822009838 | 9130090428

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5S Champions - Stores Department



Birthday Celebrations

