

ISSUE 4 · AUGUST 2019

THE GAZETTE

instor
KIDER INDIA PVT. LTD.

The quarterly newsletter of Instor by Kider India Pvt. Ltd.

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



This issue:

Ambulance Stretchers
PAGE 02

New store installations
PAGE 03-06

Pinnacle Premier League
PAGE 07

Blood Donation Camp
PAGE 08

In the News
PAGE 09

The Instor Blog
PAGE 10

Featured Employees
PAGE 11



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

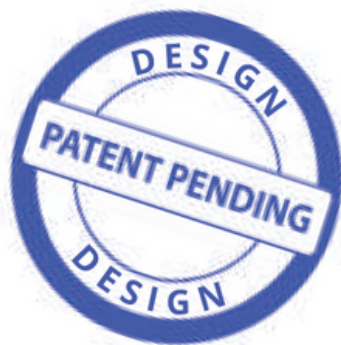
CONCEPT. DESIGN. BUILD. INSTALL. CARE

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...

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sales@instorindia.com

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RESULTING IN
**HIGHER
PROFITS**
FOR STORE OWNERS

STORE DESIGNED & BUILT BY

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www.instorindia.com

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**

STORE DESIGNED & BUILT BY

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New Installations by Instor India



Phade Navinchad Dipchand, Akuj, Maharashtra



EasyDay, Six Mile, Guwahati



Nilgiris Store Chansandra, Bangalore



Nature Medico,
Pashan, Pune

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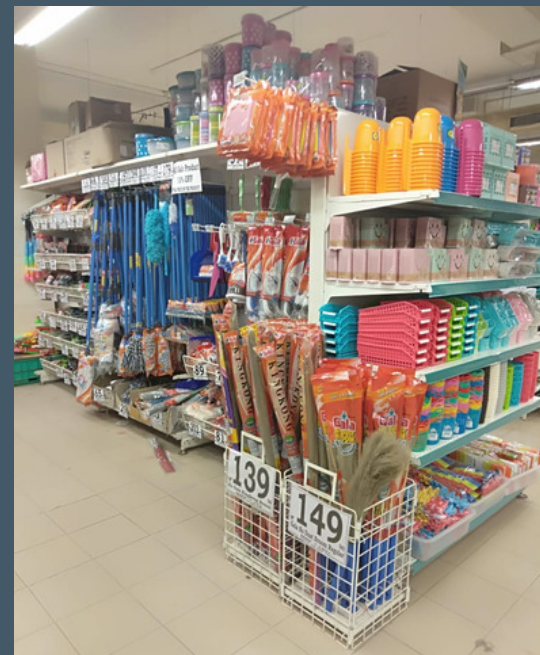
New Installations by Instor India



Pravin Masala, Market Yard, Pune



Big Bazaar, Orion Mall, Bangalore



**D-Mart
Jalgaon, Maharashtra**

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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 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.



PAGE 09



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 jewellery 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

