

THE GAZETTE

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



DISPLAY



STORAGE



MOVEMENT

WIDE RANGE OF
PRODUCTS CREATE
AN EXCEPTIONAL
IN-STORE CUSTOMER
EXPERIENCE &
BRAND PROMISE



IN THIS ISSUE

INSTOR AWARDED 'THE
MACHINIST SUPER
SHOPFLOOR AWARD'

REBRANDING: FROM
KIDER TO INSTOR

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INTRODUCES 'ROBOTS'
IN ITS WORKFORCE

NATIONAL SAFETY
WEEK & MEDICAL
CAMP AT INSTOR

I am delighted to introduce the first edition of 'The Gazette', our quarterly newsletter. We intend to make it a regular publication to keep you in touch with developments related to Instor India and strengthen the ecosystem for our employees, customers and partners.

Last year has been a year of growth, change and transition. We witnessed our customer base expanding multiple fold, established our foothold in new export markets and have increased our revenues substantially. We also went through a rebranding and revamped our corporate identity to Instor by Kider India Pvt. Ltd.

We are constantly investing in innovation, and building new capabilities and platforms to secure our long-term prospects while at the same time delivering sustainable, profitable growth our customers expect from us. Through constant growth, solid industry expertise, the right product offering and cost efficiency, we will continue to deliver healthy and long-term value to our customers.

These are exciting times not just for us but for the entire industry per se as the retail fixture sector is thriving and will continue to grow globally. I would also like to take this opportunity to thank all of our employees for their hard work. We will continue to move forward together towards securing our position as one of the India's leading manufacturer for retail fixtures.

Mr. Manu Sharma
President, Instor by Kider India Pvt. Ltd.



MR. MANU SHARMA & MR. GAUTAM DAS
RECEIVING THE AWARD

Instor shines at 'The Machinist Super Shopfloor Awards'

Instor was awarded at 'The Machinist Super Shopfloor Awards 2018' under Digital Manufacturing category for effectively adopting technology in the context of concepts like Industry 4.0 (or Industrial IoT) and Smart factory (or Digital factory). Organized by Worldwide Media (WWM) the magazine subsidiary of The Times of India Group (BCCL), 'The Machinist Super Shopfloor Awards' aims to create a niche and engaging forum for the Indian manufacturing industry.

Kider rebranded as Instor by Kider India

Last year, we revamped our corporate identity through redesigning our brand completely. The new identity had to satisfy all the existing expectations and at the same time retaining the brand value of the company. Our strategy of rebranding and growth will make the business more robust – repositioning to appeal to a wider market and offering products & services that exceeds expectations.



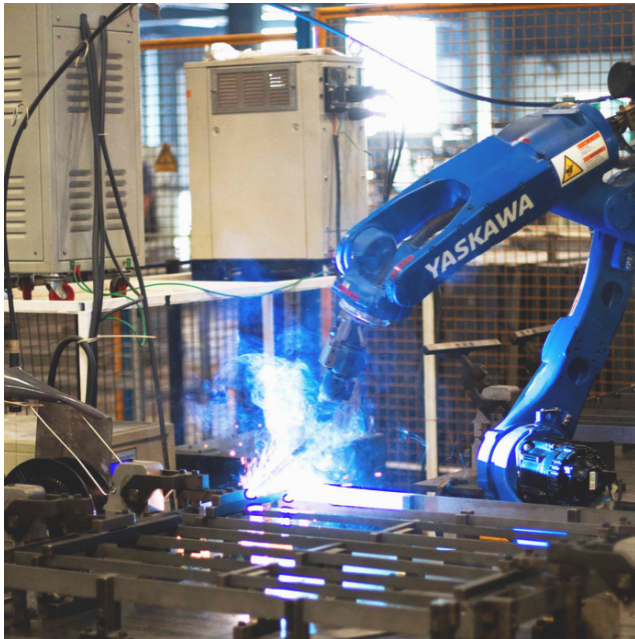
Our new logo-Instor by Kider India Pvt. Ltd.



OUR FACILITY

Production capacity expansion

With the ongoing expansion of our customer base and export markets, the demand for our products have increased substantially. To fulfil the same, we expanded our production area by acquiring additional space for production near our manufacturing facility. This space will provide us more area for fabrication, assembly and packaging of products.



ROBOTIC UNIT AT INSTOR INDIA

Instor introduces 'Robots' in its workforce

Instor by Kider India Pvt. Ltd. implemented their first robotic facility in order to achieve efficient productivity and enhanced quality. Kider's engineers along with Pinnacle team's support conceptualised and implemented the robotic facility that further enhances the production quality, cuts production time and increases efficiency.

Celebrating National Safety Week

On the occasion of 47th National Safety Day, Instor hosted weeklong celebrations to reiterate the importance of safety and to create awareness throughout the organisation.



National Safety Week



MEDICAL CAMP AT INSTOR

Medical camp at Instor

To promote good health and drive awareness about chronic and lifestyle-related diseases, Instor India conducted a free medical camp for its employees at the Koregaon Bhima plant. We firmly believe in improving the quality of life of our stakeholders and the camp was conducted with the objective to provide good and sound medical advice to our staff and workers.

In the news

Industry Spotlight

New Facets of Indian Fit-outs

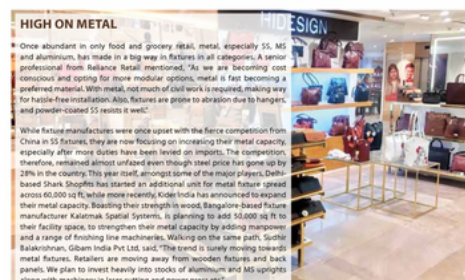
The materials and workmanship in retail fixtures are going through metamorphosis to emerge sleeker and sturdier without compromising on aesthetics. VMARD checks out some of the key trends that are hot in the Indian fit-out industry today.



CUSTOM-MADE

With modularity becoming the winner of vast rollouts, customizations are taking center stage. One of the biggest trends that India's retail fixture manufacturers will vouch to have seen in the last few years is the combined art of modularity and customization. Sambhush Kumar, Head Projects, House of Anita Dongre (AND, Global Desi, Grassroots and Anita Dongre), reflects the reality that most of the brands and retailers resonate, "Now, we face the competition to open more stores in shorter span of time, so we have reduced our fit-out period from 40-45 days to 20-27 days. Hence, we require complete modular set up fixtures."

To fortify this trend even more, other retail experience elements like lighting, digital signage and technology are adding the capacity of retail fixtures. To amplify the modularity and productivity game, there have been new products like mix of wood and metal - UPVC and other wood-hydrocarbon-based material. Channush Patel, Chief - Design Strategy Cell, Future Retail Limited, explained, "The biggest trend that I have seen in fixture design is that it has become more customized and product-driven, while earlier, it was utility based. Intelligent fixtures, integrated with other elements, are gaining momentum."



HIGH ON METAL

Once abundant in only food and grocery retail, metal, especially SS, MS and aluminum, has made in a big way in fixtures in all categories. A senior professional from Balance Retail mentioned, "As we are becoming cost conscious and opting for more modular options, metal is fast becoming a preferred material. With metal, not much of civil work is required, making very for hassle-free installation. Also, fixtures are prone to abrasion due to hangers, and powder-coated SS results it well."

While fixture manufacturers were once upset with the fierce competition from China in SS fixtures, they are now focusing on increasing their metal capacity, especially after more duties have been levied on imports. The topography, therefore, remained almost unaltered even though steel price has gone up by 28% in the country. This year itself, amongst some of the major players, Delhi-based Shank Shoppers has started an additional unit for metal fixture spread across 60,000 sq ft, while more recently Kidee India has announced to expand their metal capacity. Boosting their strength in wood, Bangalore-based Future Furniture Karnataka Spatial Systems, is planning to add 50,000 sq ft in its facility space, to strengthen their metal capacity by adding manpower and a range of finishing line machines. Walking on the same path, South Bangalorean, Gagan India Pvt Ltd, said, "The trend is surely moving towards metal fixtures. Retailers are moving away from wooden fixtures and back panels. We plan to invest heavily into stocks of aluminum and MS uprights along with manufacturers to lower prices and expand market share."

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THE AUTO MODE

Automation is making its way slowly but steadily into new fixture facilities, ensuring international standards and export quality finish. Here, it's noteworthy to mention that according to VMARD's survey last year, more than 50% of top 28 fixture manufacturers from the country exported their product ranging between 10-25% of their total production.

Looking at large exports to European market, Manu Sharma, Director, Kider India, explains, "As we are looking at mass production of retail fixtures, we have automated our facility to almost 90%, while our welding and fabrication facility is totally robotized. This has helped us ensuring efficiency with high quality products."

According to a VMARD survey, the manpower strength of the industry has reduced from 140 to 100 per factory citing a reduction of 23%. This definitely is a reflection of manufacturers resorting to semi-automated practices. However, complete automation is meant for only mass products and is not possible for customized fit-outs. Manu Jain, Co-founder, Shank Shoppers, explains further, "We have recently installed 2-3 processing machines, which reduces human intervention to a large extent. However, if you look at overall manufacturing process, 50-60% will be automated, while customized product manufacturing will demand the rest of 30-40% to be manually operated."



FINER FINISH

Booied by the entry of luxury brands in India, more brands are opting for premium look by upgrading the finish, with metallic gold and rose gold often being the popular choices. Ravish Sharma, Director, Kalamkari Spatial Systems, explains, "Earlier, metal finishes were given by brushes. Now, as brands are opting for glossy/mirror finishes than the earlier matt finishes, there are ready metal sheets available in the market to achieve both matt and gloss looks."

Interestingly, as leading fixture manufacturers are concentrating on bringing expertise to be able to deliver all kinds of finishes, this job is often outsourced from players, who do not come typically from the industry. In fact, quite a few number of luxury brands from Balance Brands resorted to these last mile finishing professionals to achieve customized finish of fixtures. Visudevan from Bangalore-based fixture manufacturer A-Pu, explained further, "For finishing, the use of acrylic and PU has increased as brands are opting for glossy finish to bring premium looks."

SAKAL

VISUAL MERCHANDISING & RETAIL DESIGN

Our products



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