instor
Kider India Pvt. Ltd.

INDIA'S LEADER IN PROVIDING A COMPLETE RANGE OF RETAIL STORE FIXTURES THAT INCREASE PROFITS!

Instor by Kider India Pvt. Ltd. provides retailers with a premium range of display, storage and movement solutions for modern retail stores.

WE HELP YOU DELIVER THE BEST SHOPPING EXPERIENCE, INCREASE SALES AND GET HIGH RETURN ON INVESTMENT

From display racks, shelves and gondolas to checkout counters and a variety of unique solutions, we offer a complete range of products for your store

Segments We Serve

Kirana Stores | Supermarkets | Hypermarkets | General Stores
Sports & Fitness | Consumer Electronics & durables | Mobile Footwear | Apperals | Jewellery | Fashion | Luxury | Stationery
Toys | Pharmacy | Auto Accessories | Bookstore Specialty Stores | Warehouses | Industrial

NO. 1 CHOICE | PREMIUM QUALITY | MOST DURABLE

CERTIFIED INDEPENDENTLY TESTED | ONE LASTING 15+ YEARS

WHAT IS THE ACTUAL COST OF CHOOSING LOCAL SUPPLIERS VS INSTOR?

Cost Comparison For 1000 Sq. Ft. Store

	Local Suppliers	INSTOR
Average Cost per Sq.Ft.	₹ 400	₹ 525
Average Initial Cost	₹ 4,00,000	₹ 5,25,000
Typical Life of Fixtures	4-5 Years	15+ Years
Shelves Start to Bend	15-24 Months	Never
Powder Coating Dulls/	24-36 Months	Never (Lab tested & certified)
Paint Starts to Chip	18-24 Months	Never
Easy to Change And Move	No	Yes
Misalignment when changing	Often	Never
Replacement Fixtures (in about 5 - 2 years)	20% - 40%	0
Cost to Replace or Repair Fixtures	₹ 80,000 to ₹ 1,60,000+	0
Monthly Loss of Sales Due to Improper Fixtures	₹ 50,000	0

Actual Cost Within 2 Years

	Local Suppliers	INSTOR
Initial Cost	₹ 4,00,000	₹ 5,25,000
Cost to Replace	₹ 80,000 to 1,60,000	₹ 0
Annual Loss of Sales	₹ 1,00,000	₹ 0
Actual Cost	**₹ 5,80,000 to ₹ 6,60,000**	**vs. ₹ 5,25,000**

KNOW THE FACTS BEFORE YOU MAKE A DECISION

Aesthetics, Designs & Durability Comparison

	Local Suppliers	INSTOR
AESTHETICS (LOOK & FEEL)	Looks good when new	Looks new even after 5000 days
PAINT FINISHING	Visible imperfections	Flawless finishing & even application
DESIGNS	Same old style	Unique & modern designs
DESIGN APPROACH	Will do what you tell	Designed for best shopping experience & storage capacities
LOAD BEARING CAPACITY	70-80 kg per shelf/rack	125-140 kg per shelf/rack
TESTED & CERTIFIED	No	Yes, Certified by independent lab for durability
MATERIAL QUALITY	Not as promised. May use inferior quality	Best quality - same as promised

Warranty, Service & After Sales Care Comparison

	Local Suppliers	INSTOR
WARRANTY	Some	12 month manufacturer's worry free warranty & we are always there to support
AFTER SALES SERVICE	May or may not be there	Dedicated team for service & solving issues. We stand behind everything we manufacture.
SERVICE TIMELINESS	Lot of delays & will come when available	We give you prompt service through our network
POINT OF CONTACT	Mostly owner	Dedicated Account Manager with overnight from Head of Customer Care
PRESENCE	Local. There are often delays & service issues	Pan India presence. Timely installations and service

Size, Manufacturing Facility & Investments in Modern Machinery Comparison

	Local Suppliers	INSTOR
EMPLOYEES	2-25	400+ employees
INVESTMENT IN FACILITY, R&D	₹ 2 Lac to 10 Lac	₹ 100 Crores
PRODUCTION AUTOMATION	Manual. No automation	100% automation for precise & flawless manufacturing
MACHINERY	Old, semi-manual machinery. Manual functions by hands	World's best machinery for modern manufacturing, robotics, manufacturing for ultimate precision
SIZE OF THE FACILITY	Small shop or workshop	State-of-the-art facility spread on 9 acres

INSTOR PRODUCTS PASS THROUGH TOUGHEST TESTS AND ARE CERTIFIED TO GIVE YOU THE BEST QUALITY, LONG LASTING DURABILITY AND BEAUTIFUL AESTHETICS.

Series of tests we put our products through:

1. Bend Test (ISO15191. No paint peel off
2. Coating ISO 1518-Cross Cut Test ISO 2409. Ensure perfect paint adhesion
3. Impact Test (ISO 6272. No impact on the paint against weight drop
4. Hopped Test For Winding Pressure. Ensure perfect turning of shelf and rings
5. Salt Test (Astm B117) 1000 hours of Salt test against blistering, corrosion and rusting

INSTOR BY NUMBERS

Instor is a number 1 choice of retailers to modernise stores and give exceptional customer experience. We are the largest manufacturer and exporter of modern retail fixtures and innovative display, storage and movement solution in India.

7000+
Stores Completed & Counting

100-1,00,000 SQ. FT.
Size of stores we provide premium quality fixtures for

40,00,000 SQ. FT.
Total Space Covered With Our Modern Fixtures & Solutions

4,00,000 SQ. FT.
Modern Factory with Automation & Robotic Manufacturing

80,000 +
Products for Unique Needs of Various Segments & Industries

Range Of Our Products

Shelves & Racks, Wall Units, Gondola Units Speciality Racks & Units, Impulse Purchase Units, Display Counters, Showcases, Podiums, Variety of Checkout/Cash/Billing Counters, Shopping Trolleys and Baskets.

Heavy Duty High Rise Racks, Industrial Racks, Pallets, Metal Cages, Metainers, Pactainers, Replenishing Trolleys, Lockers.

We also create custom and innovative solutions for your unique requirements.

Go with India's #1 choice. Do not compromise with your profits.

GET A FREE QUOTATION FOR YOUR STORE
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