

Industry Outlook

STORAGE RACKS AND SHELVES MANUFACTURERS

THEINDUSTRYOUTLOOK.COM

JUNE, 2022

Sujatha Kartic
Managing Director

VANTAGE POINT

**ASHVIN PATIL,
DIRECTOR,
BIOFUELS JUNCTION**

DONRACKS

**On a mission to
revolutionize Retail and
Industrial/Warehouse spaces**

₹150



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Warehouses need to be designed in a way that eases the retrieval processes and is able to accommodate the entire inventory as effectively as possible. Organizing the warehouse leads to efficient inventory management and helps keep the place free of several problems. Racking is much more than just steel beams. It is the solution to optimize production efficiency since the efficiency of material flow increases through the requirement-specific design of the racking system.

Design is one of the most important considerations when installing new racking or updating the storage system in a warehouse as a well-designed racking system is a backbone of a warehouse. The right storage system can significantly reduce the business's time and expenses. The racking system must be flexible enough to adapt according to the client's requirements and handle the required load. Therefore, it is very important for manufacturers to ensure future-proof planning of storage racks and also provide better utilization of space to streamline the warehouse operations.

This is where Chennai-based Donracks - TMTE Metal Tech Pvt Ltd comes into the picture. Donracks focuses on in-house developments and offers solutions as per the client's requirement with the highest quality levels, faster delivery, and installation of the system. Customers from various industries in all segments rely on the racking systems of Donracks in order to streamline their operations.

“Since the prime requirement for all our clients is to maximize vertical space utilization, we design and manufacture products in such a way that our clients are benefited with maximum storage capacity in terms of load performance and durability,” says Sujatha Kartic, Managing Director, Donracks - TMTE Metal Tech Pvt Ltd.

HIGH LOAD-BEARING CAPACITY WITH OPTIMUM SPACE UTILIZATION

Donracks - TMTE Metal Tech Pvt Ltd is one of India's largest manufacturers of retail fixtures and Industrial/warehouse racking solutions. With the state-of-the-art manufacturing facility, best-in-class machinery, and as an ISO 9001 certified company, Donracks delivers a wide range of racking solutions with high load-bearing capacity with optimum space utilization. The company offers economical and modular racking solutions that offer customization options to its clients to suit different layouts.

Donracks is specialized in working with storage facilities and solutions for a variety of industries which has equipped the company with a deep understanding of the storage systems, their requirements, and the challenges industries face in their day-to-day operations. This knowledge coupled with hands-on experience in providing the best industrial racking solutions in the country makes Donracks one of the leading players in this industry.

“For the past three decades, we have gathered a pool of extensive experienced, expert staff and valuable knowledge by challenging ourselves with some of the most demanding projects across the world,” affirms Sujatha Kartic.

WIDE RANGE OF PRODUCTS

Donracks offers clients a wide range and variety of display and storage racks for both commercial and industrial purposes. These racks are manufactured by implementing qualitative CRCA Steel pre-treated in a 9-tank hot zinc phosphate process and powder coated, which helps in ensuring the durability as well as optimum strength of the finished products.

In the industrial/warehouse storage, Donracks deals with Selective pallet racking, Shelving, Multi-tier racks, Double deep racking, Mezzanine floors, Drive-In racking, Slotted angle racks, boltless shelving, etc. The range of products offered by Donracks in the retail storage racks segment includes Hypermarket/Supermarket racks, Fruits & Vegetable racks, Appliances racks, Cash counters, shopping trolleys, and baskets.

RETAIL RACKING AND SHELVING SYSTEMS

Donracks retail racking and shelving systems are ideal for the retail environment as these are customizable, easy to fix, and offer an extraordinary solution to the display rack dilemma. The company takes extreme care in offering the right solution for the right business.



Donracks' retail display racks and industrial storage racks are well-designed, durable, easy to install, maintenance-free, render additional storage space, can be used for various purposes, and come with adjustable beam levels with a perfect finish. Furthermore, in order to render complete assistance to its clients, the company also offers installation of these display and storage racks at the client's site.

What differentiates the products offered by Donracks is the sturdy and long-lasting finish of the products which are manufactured using innovative designs and technologies. Over the years, Donracks has developed its in-house custom ERP, salesforce software CRM along with automated machinery and powder coating plants to increase the throughput and achieve the desired quality.

STATE-OF-THE-ART MANUFACTURING FACILITY

With over 75000 square feet of the state-of-the-art manufacturing facility in Ambattur Industrial Estate, the company ensures that Donracks' range of modular retail display racks, and industrial and warehouse storage racks are steadfast in meeting the changing needs of the industry.

As an ISO 9001 certified company, Donracks ensures it offers high-quality products as its Retail & Industrial racks are manufactured with high-grade steel sheets using computer-controlled machinery.

The products are pre-treated chemically by 9 tanks of hot zinc phosphating method for increased life. While Donracks Powder Coating Process ensures elegant finish and durability, the company follows flow manufacturing processes in its manufacturing units. The Donracks team comprises highly motivated individuals who strive to outperform. With an expert quality team, the company ensures the highest quality right from procurement of raw materials to final inspection of the finished product.



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THE JOURNEY

Incepted in 1989, the Donracks brand comes from the stable of Tool & Machine Tool Engineers which is now known as TMTE Metal Tech Pvt Ltd, engaged in the manufacturing, and exporting of retail display racks, industrial storage racks, and warehouse storage racks. DONRACKS has executed projects in a wide range of industries and the storage racks offered by the company are appreciated for their versatile storage capacity, dust-free storage & adjustable beam levels.

“We have been able to acquire a significant position in this market, under the able guidance of our Mentor Y Sudarsana Rao. His wide industrial experience and in-depth product knowledge have helped us in marching ahead of our competitors with confidence and enthusiasm,” says Sujatha.

“Having joined the company as a Sales head in the year 2009, I went on to become the Managing Director within a decade with consistent growth year on year under the training and guidance of my father Y Sudarsana Rao – Founder of Donracks,” she adds.

Leveraging its state-of-the-art manufacturing facility and a qualified and capable team of professionals, Donracks is able to render its clients with retail display racks and industrial storage racks which are at par with international quality standards. The company's transparent business deals and prompt response to customer queries have helped Donracks in garnering the utmost satisfaction of its clients located in various countries across the globe. Donracks has offices located in Chennai, Bangalore, Trichy, Coimbatore, Cochin, Hyderabad, Delhi, and Kolkata.



THE ROAD AHEAD

Donracks with its diversified clientele across the country serving multiple industries is poised to become India's leading manufacturer of storage systems in the coming years.

“Our vision is to be a dominant player in both the retail and warehouse racking segments by incorporating new-age technologies to acquire and retain customers across the country. And to achieve this, the company is moving towards channel sales by appointing dealers and distributors in different markets to increase revenue by partnering with highly motivated individuals,” concludes Sujatha. [ln](#)

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Industry Outlook



IS PROUD TO PRESENT

DONRACKS

AS ONE OF THE

Industry Outlook TOP 10
**STORAGE RACKS AND
SHELVES MANUFACTURERS - 2022**

*in acknowledgement of its unwavering focus and dedication
to achieve excellence in quality and delivery in this field.*

Sudhakar Singh

Sudhakar Singh
Managing Editor
Industry Outlook