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**FENESTA EXPANDS ITS RETAIL PRESENCE IN BIHAR**

**Bihar, 5th December, 2023:** Fenesta, India’s largest Windows and Doors Brand which is also the market leader in its segment, reinforced its retail expansion with the opening another new showroom. The exclusive showroom **A.K Enterprises** is located at **Mahila College Road, Ward No., 18 Bara Bazar, Madhubani, Bihar – 847211** and brings the best in class Aluminum windows and Doors, uPVC Windows & Door and Solid Panel Doors.

Speaking on the occasion, **Mr. Saket Jain, Business Head, Fenesta** said, ***"Our relentless commitment to our customers, coupled with our diverse product range, has been pivotal to our continuous growth. Each new showroom stands as a testament to the faith our customers have in us. These spaces are meticulously crafted to enable customers to engage deeply with our products and make informed choices. With the inauguration of our latest showroom, we stride forward in realizing our strategic objective of building a strong nationwide presence and offering our customers an unparalleled experience."***

With this launch, Fenesta marks another milestone to ensure an interactive and informative buying experience for our existing and potential customers. Fenesta Showrooms have been successfully contributing to a significant customer reach and positioning as a market leader. With the rapid growth in Aluminum windows and Doors, uPVC Windows & Door and Solid Panel Doors categories in India, the brand endeavors to further increase its market share and maintain its leadership position in future.

He further added that *“With unwavering support and unwavering belief from our partners and stakeholders, we have reached this remarkable standpoint. Our journey thus far has been nothing short of extraordinary, and now we stand poised for accelerated growth in the years ahead. This pinnacle of success has been achieved through the synergy of a robust marketing strategy, a diverse array of products, and a resolute focus on Tier 2 and Tier 3 markets. Every aspect of our approach is meticulously designed to cultivate engagement, impart knowledge, and create lasting memories for our valued customers.”*

The **Fenesta showroom** located at **Mahila College Road, Ward No., 18 Bara Bazar, Madhubani, Bihar – 847211** showcases a range of products from windows, doors and various design and color possibilities. With this launch, Fenesta now has presence in more than 350 locations.

Fenesta is the only company in India to control the entire supply chain starting from the making of uPVC that goes into making the profile, to installation of end product, as well as after sales service. The range of products is specially designed in UK and Austria to give consumers a well-engineered but contemporary style.

The products at Fenesta go through stringent tests and quality check at every step to ensure performance in India’s varied and extreme climates. Fenesta products are immensely popular amongst leading builders, architects and interior designers across the country for its noise insulating, rain insulating, dust proof features without compromise on aesthetics.

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**About Fenesta Building System:**

Fenesta is India’s largest windows and doors brand and a part of the Rs.12,080 Cr conglomerate DCM Shriram Ltd. Its installations across more than 4,00,000 homes have already crossed the magical 4 million mark. Empowered with the knowledge of India's extreme conditions, Fenesta has designed uPVC windows and doors that are able to withstand India's extreme climate also. After uPVC, Fenesta took another technological leap when it introduced its ultra-luxury Aluminium Windows and Doors and Solid Panel Doors. Headquartered in Gurgaon, Fenesta has more than 300 dealer showrooms and nine Signature Studios supporting its presence in more than 350 cities. With dynamic direct sales force, Fenesta has successfully expanded its reach internationally, penetrating markets in the Maldives, Kenya, Nepal, and Bhutan. Fenesta offers a complete customized end-to-end solution: survey, design, manufacture, delivery, installation and service to all its customers. The entire process is synchronized with the pace of each project. As a leader in the category, Fenesta takes pride in its ability to serve individual homes and large developers with equal ease.

**For further information, please reach out to:**

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