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**FENESTA EXPANDS ITS RETAIL PRESENCE IN GUJARAT**

**Ahmedabad, 15th April, 2024:** 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 **Window World** is located at **F151-156, S, Cube Complex, Radhanpur Road, Mahesana, Gujarat - 384002** 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 diverse product range and commitment to customer satisfaction drive our expansion. Each new showroom reinforces our dedication to excellent service and mirrors the trust customers have placed in us. More than just shopping destinations, our showrooms serve as hubs for product discovery, brand connection, and informed choices. It is with great pleasure that we announce the opening of our latest showroom”.*

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, Solid Panel Doors and Facades categories in India, the brand endeavors to further increase its market share and maintain its leadership position in future.

He further added that *“Through the steadfast support and belief of our partners and stakeholders, we've reached an incredible milestone. Our journey has been remarkable, and now we're poised for even more growth ahead. This success is a result of our strong marketing, diverse product range, and focused attention on Tier 2 and Tier 3 markets. We've carefully designed every aspect of our approach to engage, educate, and create lasting memories for our valued customers”.*

The **Fenesta showroom** located at **F151-156, S, Cube Complex, Radhanpur Road, Mahesana, Gujarat - 384002,** 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, Solid Panel Doors and now Facades. 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, 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:**

Gurudiksha Kaur | gurudiksha.kaur@adfactorspr.com

Rahil Siddiqui | rahil.siddiqui@adfactorspr.com