

FENESTA STRENGTHENS ITS FOOTPRINTS IN HYDERABAD

Launches new showroom in Saraswati Nagar offering best in class uPVC Windows & Doors

Hyderabad, 26 September'17- Fenesta, India's largest Windows and Doors Brand and the market leader in its segment reinforced its retail expansion plans with the launch of another new showroom in Hyderabad. The exclusive showroom is located at **Saraswati Nagar, Above Royal Enfield Showroom, Hyderabad** and brings the best in class uPVC Windows & Doors.

Commenting on the launch, **Mr. Saket Jain, Business Head- Fenesta Building Systems** said, "Hyderabad is an important market for us and with the launch of this new store we will be offering Fenesta products and services through four touchpoints. The new outlet will offer the best of uPVC doors and windows in various styles and color options catering to the ever-evolving market demand. Launch of this new showroom is in line with our commitment to strengthen our presence in the region and offer customized solutions.

With this launch, Fenesta marks another milestone to ensure an interactive and informative buying experience for the 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 uPVC Windows & Doors industry in India, the brand endeavors to further increase its market share and maintain its leadership position in the future.

He further added that "It has been a great journey so far & we are ready for an accelerated growth in the coming years. The combination of an aggressive marketing strategy, variety of products and rapid retail expansion, including Tier 2 and Tier 3 markets, will help us reach our goal. The Marketing strategy is fashioned such that it creates engagement, education and an experiential purchase for the customer. On this note, we would like to thank all our partners and our customers for their support and contribution to our successful business."

The Fenesta showroom at Hyderabad will showcase a wide range of choice for windows and in various design and color possibilities. With this launch, Fenesta now will have presence in more than 200 locations in the country.

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.

Store address: 2-1-8/133, Saraswathi Nagar, Near Uppal RTO Office, Uppal, Hyderabad (Above Royal Enfield showroom), Hyderabad.

About Fenesta Building System:

Fenesta is a division of the Rs.6164 Cr conglomerate DCM Shriram Ltd. Fenesta is India's No. 1 Windows and Doors brand. Its installations across more than 150,000 homes have already crossed the magical two 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. Headquartered in Gurgaon, Fenesta has more than 110 partner showrooms and nine Signature Studios supporting its presence in more than 200 cities. 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.