**Fenesta Launches New Campaign, #FineFinerFenesta, Highlighting the Vitality of Choosing Quality Over Compromise**

**National, 11th October 2023:** Traditionally in India, windows and doors have always been an afterthought and a very low involvement category for customers when they go for any renovation or undertake a new construction. There is a lot of thought and consideration without any compromise done when designing the interiors of the home, but the windows and doors are often taken for granted, and where settling for less has become the norm. India's No.1 Windows and Doors brand, Fenesta, unveils its new campaign, #FineFinerFenesta, advocating quality choices over mediocrity, the brand campaign aims to educate consumers about the potential pitfalls of sacrificing quality and encourage them to explore Fenesta's state-of-the-art product offerings, accompanied by an unwavering commitment to service excellence.

Link - <https://youtu.be/fvlyZ8DK8sk?si=7NuD6IPRpuPrVqo3>

The campaign video features a young couple on their journey to choose windows and doors for their home. During their interaction with their architect, the woman expresses her preference for Fenesta, recognizing the value it provides. However, the man initially dismisses the importance, viewing it as just a window. The architect humorously lists the "complimentary features" that come with an ordinary window: *dust, rainwater, pollution, noise, and bothersome insects.* The man then inquires, "What about Fenesta?" With Fenesta, such inconveniences are non-existent, and lifelong customer service is part of the package leaving the man surprised and deciding to choose Fenesta.

At the end of the campaign video, the brand introduces a thought-provoking question: Aap ke ghar mein fenesta nahi hai?' as a strategic thought starter to pique curiosity, initiate inquiries and raise awareness about Fenesta's state-of-the-art products and offerings.

Speaking about the campaign, **Sushmita Nag, Marketing Head, Fenesta** said, “*Our journey at Fenesta has consistently been fuelled by a commitment to delivering the industry's best quality and performance. In today's world, it's not enough to merely seek the best; it's equally imperative to prioritize sustainability. Further, most of the customers do not fully grasp the significance of lifelong service in the maintenance of windows and doors. Through the brand campaign #FineFinerFenesta, we have beautifully substituted the word ‘Finest’ with ‘Fenesta’ drawing parallels to its unmatched and benchmark setting offerings. The campaign also reinforces the notion that Fenesta does not compromise, ensuring the best pre and post-sales experiences. Fenesta embodies the art of making choices that assure lasting satisfaction."*

The campaign is currently airing on television and digital platforms. Since its inception in 2003, Fenesta has been committed to delivering high-quality, innovative, and sustainable solutions to meet the ever-evolving needs of its customers. Over the years, the brand has earned the trust of millions of customers and has become a household name in India.

**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 sales and service 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.