

## **FENESTA EXPANDS ITS RETAIL PRESENCE IN SRINAGAR, J&K**

**Srinagar, 27<sup>th</sup> October'17-** Fenesta India's largest Windows and Doors Brand and the market leader in its segment reinforced its retail expansion with the opening another new showroom. The exclusive showroom is located at **Solina Bazar, Srinagar** and brings the best in class uPVC Windows & Doors.

Commenting on the launch, **Mr. Saket Jain, Business Head- Fenesta Building Systems** said, "Commitment towards the customer and excellent product portfolio, together has translated into growth over years and new Showroom is another indication of our rapidly expanding customer base across the country. "

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 uPVC Windows & Doors industry in India, the brand endeavors to further increase its market share and maintain its leadership position in 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 Srinagar showcases a range of products from windows, doors and various design and color possibilities & with this launch, Fenesta now has presence in more than 150 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.

**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.