



There was a time when windows made from wrought iron, aluminium or wood were considered modern, chic and elegant. Then came a revolution in the way houses were designed; the concept of modernity turned on its head. It was just the environment for a product like Fenesta to succeed. Launched in 2002 Fenesta is, today, firmly established as the leader in the UPVC windows market in India. Its installations across more than 150,000 homes have already crossed the magical one million mark. This outstanding brand is also a proud recipient of prestigious industry awards and accolades that recognise its supreme quality and its state-of-the-art infrastructure. Fenesta now has nearly 100 dealer showrooms and nine Signature Studios supporting its presence in about 100 cities.

**Market**

The extraordinary thing about ancient dwellings was that while doors were a necessity, windows were considered a luxury. The closest one got to a window was a ventilator that was introduced several millennia later. Perched high near the ceiling its function was to allow some air, some light and often even some sparrows into the room. It was not till the early part of the 20th century that shuttered windows, when fully opened, allowed residents to look out came into fashion. As everything else they, too, gradually evolved. The introduction of transparent window glass ushered in the modern window. From then, till now, much research and advancement has happened in the window industry including frame material and glass, functionality and energy performance.

India has also leapt forward in the fenestration product technology. The rising demand for energy-efficient buildings and aspirations led to innovations in the quality, design and texture of windows.

Wood and aluminium which had been the predominant material for constructing windows in the past gave way to UPVC (Un-plasticised Poly Vinyl Chloride) frames – a new-age material. Earlier, buildings were not constructed keeping in mind expansion in the size of doors and windows in summers, erosion during the monsoons and



windows and doors have been well-accepted with wide usage due to better aesthetics and excellent insulation characteristics. Not surprisingly, the market share of UPVC in the West is more than 50%. Following the trend in the global market, India has started moving in this direction. The current share of UPVC windows is estimated to be just around 15% of the total Indian window market.

Awareness about Green building products and knowledge of versatility of UPVC has also increased the opportunity to enhance the share for UPVC windows and doors. It is estimated that as much as 37% of interior energy loss is through fenestration; as a result,

exposure to UV radiation and aesthetics. UPVC windows have changed all that and minimised the effect of these unwelcome intrusions. Moreover, materials like UPVC are low-maintenance, aesthetically attractive, energy-efficient, come in a wide range of colours, do away with the need to periodically paint the window and door frames – and don't warp.

The large diversity of Indian geography including the near-7500 kilometre long coastline offers harsh, corrosive and ever-changing climatic conditions. Fenesta UPVC frames in conjunction with stainless steel hardware, impact modifiers

and heat stabilisers become the ideal long-term framing options. India also receives among the highest UV radiation in the world, more than twice that of China and five times that of Europe. Fenesta UPVC blend is adequately reinforced with additives to ensure that the colour of profiles does not fade under heavy UV radiation.

Globally, UPVC windows are now being increasingly seen as the space where this loss can be plugged. Window profiles made of low thermal conductive material like UPVC can go a long way in reducing transfer of heat. It is estimated that up to 25% electricity can be saved by using this material. Builders also prefer using UPVC windows as it helps them earn credits in the IGBC LEED rating of buildings. Today, a number of UPVC brands are available in the market. However, it is only Fenesta which provides 360-degree service – from profile manufacturing to after-sales-service.

**Achievements**

Established only about a decade ago, Fenesta, today, boasts of sales and service presence in nearly 100 cities through seventeen sales offices, four factories, nine Signature Studios, nearly 100 dealer showrooms and a strong direct sales force of more than 300 executives.

Fenesta is, by far, India's largest windows and doors company and to date has manufactured and installed over a million windows serving more than 150,000 homes and scores of hotels, hospitals, factories, showrooms and institutions.

Thanks to its emphasis on quality, Fenesta has won the trust of prominent builders like DLF, Brigade, Raheja, Mahagun, Godrej, Prateek, Omaxe, Prestige and Ashford amongst others, executing over 1000 orders from them, including several repeat orders. More than 100 hotels such as Le Meridien, Leela Palace, the Lalit, Ashoka,

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Lemon Tree and several leading hospitals including Wockhardt, Leelavati, Hinduja and Gangaram have installed Fenesta windows. Fenesta is also the preferred choice of educational institutes across the country and has installed its windows in premium institutes like the IITs.

This prodigious work is supported by world-class facilities and a complete control over the entire supply chain. The extrusion plant at Kota is also the recipient of the British Sword of Honour for its unblemished safety record and is ISO: 9000, ISO: 14000 and ISO: 18000 certified.

Many accolades, not surprisingly, have come Fenesta's way. The company has won the national award for Manufacturing Competitiveness instituted by the International Research Institute, Chennai; it was honoured with the Product of the Year 2015 award by ABID (Association of Architects, Builders, Interiors, Designers & Allied Business) and most recently it was the recipient of the Best Window Treatment by Goodhomes.

### History

Fenesta is a part of DCM Shriram, the 125-year old, ₹6400 crore group acknowledged for its transparent work culture and diversity. The DCM Shriram values have inspired trust and built long-term relationships with stakeholders in India and abroad.

DCM Shriram, a spin-off from the trifurcation of the erstwhile DCM Shriram Group in 1990, is managed by Ajay S. Shriram, Chairman & Senior Managing Director and Vikram S. Shriram, Vice Chairman & Managing Director, along with a highly professional executive team.

The business portfolio of DCM Shriram comprises primarily two types of businesses: the agri-rural business which includes urea and SSP fertilisers, sugar, farm inputs marketing such as DAP, crop-care chemicals and hybrid seeds, the chlor-vinyl business which harbours caustic soda, chlorine, calcium carbide, PVC resins, PVC compounds and power and cement. Fenesta was launched in 2002 as a value-added business of the group.

### Product

Fenesta uses a new-age material, UPVC for its profiles which offers several advantages over wooden and aluminium profiles.

To start with, Fenesta products are available in pristine white as well as a number of foil colours; they come in a wide range of designs; the doors and windows require minimum maintenance; the products are rust-proof and don't warp or fade and are substantially sound-proof and air-tight. The Composite Doors, Lift and Slide,



Slide and Fold, Villa Series are some of the latest designs introduced in the market. Fenesta has also introduced two new innovations to face the difficult challenges a severe monsoon can throw: Hurricane Bar that withstands winds up to 245 kilometres per hour and a Rain Track that prevents the ingress of rainwater.

Other than the innovative product range, Fenesta windows are Green. These windows are made of UPVC. The thermal conductivity of UPVC is much lower than aluminium and, therefore, help to keep the inside environment sealed from the exterior weather thus reducing energy costs. UPVC windows designed with multi-chambers and tight seals further reduce transfer of heat and noise penetration. UPVC window profiles can thus save up to 25% electricity.

Empowered with the knowledge of India's extreme conditions and tested by specialists, Fenesta has set the standard in weather resistance, surface finish, stress, dimensional tolerances, UV stability, weld strength, wind load, air filtration, water penetration and ease of operation.

BSI (UK) has certified that Fenesta conforms to European Standard 12608 with respect to accelerated weather testing. The sound and thermal insulation properties have further

been certified by IIT, Rourkee.

Fenesta takes no shortcuts. While most manufacturers use mechanical joints, every Fenesta window is fusion-welded; while others fix the glass at the site, Fenesta comes factory-fitted. Even the packaging has special damage-proof features. All Fenesta products

are entirely customised and are always delivered as scheduled. To add the final touch of flourish, a customer can choose from a variety of glasses, hardware and accessories.

### Recent Developments

Fenesta has recently launched its wholly-owned Signature Studios in NOIDA, Gurgaon, Mumbai, Chennai, Ahmedabad, Hyderabad, Pune, Kolkata and Bangalore.

A first-of-its-kind in the country, these Signature Studios are designed to help consumers experience the product before purchase. On display are the latest trends in UPVC windows and doors and on standby is a team that provides technical support and answers every query.

Realising that several home owners are also renovating their houses, Fenesta has introduced a same day replacement model in which old windows are removed and new ones installed on the same day.

A full-fledged, in-house customer contact centre operates 365-days-a-year at Fenesta, offering assistance and resolving complaints for its consumers.

### Promotion

Fenesta is an aspirational lifestyle brand. In the past few years significant investments in both brand building and channel expansion have been made by the company. As a result, today, Fenesta is held in the highest esteem and is lauded equally by industry experts as well as by customers.

Brand building has largely happened through print and digital campaigns while channel expansion has been centred on finding



experienced dealers and launching Fenesta's flagship Signature Studios on the high streets of major Indian cities.

Fenesta is up to speed with the modern age. To keep up with the fast-paced world and the paucity of time of consumers, Fenesta has promotional strategies in sync with them: mobile showrooms, online window design tools and Fenesta-branded cars driven by sales persons while visiting the customer. Fenesta also engages directly with consumers through several on-ground activations and through social networking sites like Facebook, LinkedIn, Twitter and Instagram.

### Brand Values

Fenesta is a brand deeply committed to quality. Having brought to the market a modern, well-designed product the company is determined to retain its first-mover advantage and build on the reputation it has created for itself.

The company's professional approach can be seen right from the time a client selects the design through the various stages – site survey, fabrication, delivery, installation and, if need arises, service. It believes that word-of-mouth is its greatest asset and it will continue to bank on this for today's sale as it will for tomorrows.

### Things you didn't know about FENESTA

- ▶ Fenesta is the only window brand to provide a 360-degree solution to the customer – from survey to manufacture and from installation to after-sales-service
- ▶ Every Fenesta product comes with a ten-year warranty on the profile and one-year warranty on the hardware
- ▶ The largest single-order Fenesta has executed is for 70,000 windows
- ▶ For its unblemished safety record Fenesta's extrusion plant at Kota is the recipient of the British Sword of Honour
- ▶ Fenesta has catered to more than 150,000 homes as well as many leading institutions, hotels and hospitals in the country
- ▶ Fenesta Open – a national hard court tennis championship – organised by Fenesta has just celebrated its 20th anniversary