

# Fenesta

Better by Design

Since inception in 2002, Fenesta has been actively contributing to save the environment by replacing traditional wooden window and door frames with UPVC. Firmly established as the leader in the UPVC windows and doors market in India, Fenesta is, by far, India's largest windows and doors company. To date it has manufactured and installed over 2.5 million windows serving more than 200,000 homes and scores of hotels, hospitals, factories, showrooms and institutions and is present in over 327 cities. As part of its portfolio expansion, Fenesta launched Internal & Designer Doors and the Ultra Luxury range of aluminium windows and doors designed to make a minimalist, ultra-modern, style statement to enhance the luxury quotient of living spaces.

## Market

While the traditional decorative window and the ventilator perched high on the ceiling in most 19th century houses, are a vintage novelty and have outgrown modern ventilation requirements, it cannot be denied that windows are still an essential part of a living space. With the

governments have set strict norms to ensure that buildings conform to standards, and, structural validations have become a part of completion certificates declaring a built up fit for occupying.

UPVC (Un-plasticised Poly Vinyl Chloride) – a new-age material has been found to be the perfect solution to counter the effects of the four

distinct seasons India experiences and their effects on traditional wooden frames. Products made out of UPVC are low-maintenance, don't warp, are aesthetically attractive, energy-efficient and come in a wide range of colours. 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, windows are now being increasingly given its due importance because this is where this loss can be plugged. Window profiles made of low thermal conductive material like UPVC and Thermal Break Aluminium can go a long way in reducing transfer of heat. Builders also prefer using UPVC & Thermal Break Aluminium windows as it helps them

only Fenesta which provides 360° service – right from profile manufacturing to after-sales-service. Fenesta UPVC frames with impact modifiers and heat stabilisers in conjunction with stainless steel hardware and correct glass 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 the heavy UV radiation of India.

## Achievements

Established about a decade and a half ago, Fenesta, today, boasts of sales and service presence in nearly 327 cities through twenty sales offices, four factories, nine Signature Studios, over 178 partner showrooms and a strong direct sales & service force of more than 1,000 executives 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

FENESTA HAS PRODUCED AND INSTALLED MORE THAN **2.5** MILLION WINDOWS TILL DATE

British Sword of Honour for its unblemished safety record and is ISO: 9000, ISO: 14000 and ISO: 18000 certified. Fabrication units at Bhiwadi, Chennai and Hyderabad are also certified with ISO: 9001, ISO: 14001 and ISO: 45001 for design and manufacturing of UPVC Windows & Doors and Internal & Designer Doors.

Fenesta is the only company which drives validation of all its products as per the National Building Code 2016 and BIS 875. It is the only window and door brand that designs windows as per IS 873 Part III which considers wind load factor keeping in mind the wind load requirement of the specific region, floor, size and shape of the building and its surroundings while designing every window. Thanks to its emphasis on quality, Fenesta has won the trust of prominent builders like Prestige, DLF, Brigade, Tata, Raheja, Mahagun, Godrej, Prateek, Omaxe, Silverglades and Ashford amongst others, executing over 1,000 orders from them, including several repeat orders. More than 100 hotels such as Le Meridien, Leela Palace, The Lalit, Ashoka, Lemon Tree and several leading hospitals including Wockhardt, Leelavati, Hinduja, Gangaram and Belle Vue have installed Fenesta windows. Fenesta is also the preferred choice of educational institutes across the country and has installed windows in premium institutes like the IITs.



advancement of science has come the awareness to protect buildings against extreme climatic conditions, pollution, seismic disturbances and high-rise hazards. High wind speeds in India vary across its geography and increase with building height. Wind speeds can touch as high as 250 kmph, equivalent to 3,100 Pascal wind loads. The higher the building, the greater is the importance attached to wind speeds. Most of the conventional windows offered in the market do not consider wind load factor, are poorly designed, not air-tight and may soon get deformed. In extreme cases like in a storm, windows have flown off the aperture, leaving the inhabitants at very high risk. To ensure safety,

earn credits in the green rating of buildings.

Globally, UPVC windows and doors have been well-accepted due to better aesthetics, low maintenance 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 too has started moving in this direction and currently has an estimated share of around 15% of the total Indian window and Door market in India is estimated to reach US\$ 1,800 million by the end of 2025, growing at a CAGR of 7.84%.

While a number of UPVC & Aluminium windows brands are available in the market, it is

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 Award - 2015 by ABID (Association of Architects, Builders, Interior Designers & Allied Business) and most recently it was voted a Superbrand for 2019-20 by consumers, an accolade it has won thrice consecutively and the only brand in its category to ever be a Superbrand. It was also the recipient of the Readers Digest Consumer Trusted Brand Award - 2019, Times Network Brand of The Year Award, ET Now Star of The Industry Award - 2019-20 and many more.

## History

Fenesta is a part of DCM Shriram, the 131-year old, US\$ 1.2 billion 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 of 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 Product portfolio consists of UPVC Windows & Doors, Aluminium Windows & Doors and Internal & Designer Doors:

Fenesta UPVC profiles offer several advantages over wooden and low cost metal profiles. Fenesta products are available in pristine white as well as a number of wood colours; they come in a wide range of designs; the doors and windows require minimum maintenance; the products do not warp or fade and are substantially sound-insulating and air-tight. Switch Glass, Trims, Lift and Slide, Slide and Fold, Villa Series, Retrofitted bug screens, Georgian bars are some of the latest products introduced in the market. Being made of UPVC, Fenesta windows are Green. The thermal conductivity of UPVC is much lower than low cost metal and so helps to keep the inside environment sealed from extreme weather conditions.

Fenesta recently introduced the Ultra Luxury range of Aluminium Windows & Doors, enhanced

with the power of Thermal Break. Built to last and offering high aesthetic value, the new aluminium range provides solutions to modern day problems of durability as it is manufactured using innovative technology and is environment friendly. It possesses an inherent strength which makes it possible to manufacture large expanse windows and doors. With an endless array of systems, finishes and glass options, aluminium offers a vast range of opportunities. From the cost-effective to most elaborate systems, Fenesta Aluminium Series also delivers excellent thermal performance. Unlimited imagination is possible with aluminium framing options.



Fenesta Internal & Designer Doors is a one-stop solution for all your door needs. These doors are made of hybrid polymer, offers strength, stability and are water and termite resistant. They also require almost no maintenance. Fenesta Doors are available as ready-to-install integrated door solution system which includes all fitting components, transportation, installation and long term post sales service. No painting or polishing is required at site.

They are available in many standard and customised designs and also wood colour options.

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, Roorkee.

Fenesta takes no shortcuts. While most manufacturers use mechanical joints, every Fenesta window is fusion-welded and comes with factory-fitted glass. Even the packaging has special damage-proof features. All Fenesta products are entirely customised and are always delivered as scheduled. To further customise the product, a customer can choose from a variety of glass, hardware and accessories.

## Recent Developments

Fenesta, with its retail presence in more than 327 cities ensures an interactive and informative buying experience. On display, in its more than 178 partner showrooms are the latest trends in UPVC and aluminium windows and doors and at hand is a team that provides technical support and answers every query.

For home owners renovating their houses, Fenesta has introduced a Same Day Replacement model in which old windows are removed and new ones installed the same day.



A full-fledged, in-house customer care centre operates 365-days-a-year, offering assistance and resolving complaints.

## Promotion

Brand building has largely happened through print, radio and digital. Fenesta rolled out its new campaign #ShutTheShor on 4th November 2019 which aims to

raise awareness on noise pollution and seek solutions regarding this menace. The campaign kicked-off with an initiative on Radio Mirchi 98.3, which was supported by engagement initiatives across various digital and social media platforms. The first leg of the campaign saw RJs celebrate 'Shorless Diwali' with hearing impaired children. It was followed by a film made specially to highlight how each member of society is responsible for creating noise and how each can help to stop it.

Channel expansion has seen the launch of Fenesta's flagship Signature Studios on the high streets of major Indian cities in association with experienced partners. To keep pace, Fenesta has promotional strategies in sync with latest technology: mobile showrooms, online window design tools and AR enabled Fenesta app. Fenesta also engages directly with consumers through several on-ground activations and on social networking sites. Fenesta has stationed mobile showrooms across key locations to reach out to customers at their doorsteps. They display the latest product designs enabling customers to experience, touch and feel the actual products.

## Brand Values

Fenesta is a brand deeply committed to innovation and exceptional customer service. 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 service. It believes that word-of-mouth is its greatest asset and it will continue to bank on it for today's sale as it will for tomorrows.

## Things you didn't know about FENESTA

- \* Every Fenesta product comes with a ten-year warranty on the profile
- \* The largest single-order Fenesta has executed is for 70,000 windows, a world record
- \* Fenesta has produced and installed more than 2.5 million windows till date
- \* 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 200,000 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 25th anniversary

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