

Fenesta opens showroom in city

Bhubaneswar: Fenesta, India's largest windows and doors brand, has opened another of its showrooms near Saheed Nagar here. The showroom offers a range of products from windows, doors and various design and colour possibilities. With the launch, Fenesta now has presence in more than 230 locations. Saket Jain, Business Head, Fenesta said, "Fenesta's strategy consists of two major aspects namely explicit customer centric approach and reaches out to more customers. These factors propel persistent launch of showrooms and expansion of impressive portfolio of 700 plus designs." He added that the combination of an aggressive marketing strategy, variety of products and rapid retail expansion, including in tier 2 and tier 3 markets, will help the company achieve its goal. "The marketing strategy is fashioned such that it creates engagement, education and an experiential purchase for the customer," he said.