

Fenesta expands its retail presence in Balasore

Balasore / **Bhubaneswar:** Fenesta-India's largest Windows and Doors Brand which is also the market leader in its segment reinforced its retail expansion with the opening another new showroom. The exclusive showroom Sidhha Mahaveer Associates is located at Remuna Golei, Besides Hindware Galleria, Balasore, Odisha and brings the best in class uPVC Windows & Doors.

On the launch of the new showroom, Mr. Saket Jain, Business Head, Fenesta said, "As a customer oriented brand, Fenesta aims to get closer to customers. We do this consciously through incessant product expansion and by adding more showrooms to our network.

Our comprehensive range of more than 700 product designs offer an extensive variety of environment friendly, customized solutions to customers apt for their needs that protect the living spaces from rain, dust, noise and pollution. Fenesta showroom is precisely the place for

them to evaluate it all, interact with experts and choose the right solution. By the end of this year, our goal is to reach a larger customer base on a nationwide scale though more showrooms and strengthen our position as a market leader".

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 Trivandrum showcases a range of products from windows, doors and various design and color possibilities. With this launch, Fenesta now has presence in more than 230 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.