

# Fenesta expands retail segment, opens outlet in Coimbatore

Coimbatore, May 8:

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 CA Enterprises is located at No. 244, Saroj Chathuram, Alagesan Road, Saibaba colony, Coimbatore and brings the best in class PVC Windows & Doors.

On the launch of the new showroom, Saket Jain, Business Head, Fenesta said, "Fenesta's strategy consists of two major aspects i.e. explicit customer centric approach and reach out to more customers. These factors propel persistent launch of showrooms and expansion of impressive portfolio of 1000 plus designs. An amalgam of art and science, our products are made keeping in mind customer needs and environmental factors: noise, rain, dust and pollution.

Displaying our products in showrooms lets customers experience the



range, understand the brand and make informed decisions. Fenesta further facilitates this by adding more showrooms which also strengthens our customer base in the country. With this showroom launch, our presence is in 27 states and Union Territories and we aim to expand to all the states by December 2020".

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 Coimbatore 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.

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.