

FENESTA EXPANDS RETAIL PRESENCE IN VARANASI

'Fenesta' Showroom comes to Varanasi, Uttar Pradesh

Varanasi, 23rd January 2017: Fenesta Building Systems, India's largest windows company and a division of DCM Shriram Ltd. is expanding its retail reach in the country. The company announced the launch of its **showroom in Varanasi, Uttar Pradesh.**

The new showroom will change the way of buying windows and doors for the Indian consumers as the customers will be able to touch and feel the product before the purchase.

The showroom showcases a range of products from Fenesta - windows, doors and various design and color possibilities.

Fenesta is committed to its customers to provide impeccable end-to-end services. Fenesta is the only company in India to control the entire supply chain starting from making of UPVC that goes into making of 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 proof, dust proof features without compromise on aesthetics.

Commenting on the showroom launch in Varanasi, Uttar Pradesh, **Mr. Saket Jain, Business Head- Fenesta Building Systems** said, "Fenesta is the only brand in India that is bringing alive the experience for the consumers through such showrooms across the country and we are confident that these will help our consumers to make better design choices and faster purchase decisions. It will also help the architects and interior designers to enhance their palette."

About Fenesta Building System:

Fenesta is a division of the Rs.6050 Cr conglomerate DCM Shriram Ltd. Fenesta is India's No. 1 Windows and Doors brand. It has installed more than 2 million windows and doors across nearly 150,000 homes. Empowered with the knowledge of India's extreme conditions, Fenesta has designed UPVC windows and doors that are able to withstand India's extreme climate. Headquartered in Gurgaon, Fenesta has its own sales and service presence in nearly 50 cities

with 4 factories and 100 showrooms. With Fenesta, the customer is assured of end to end service starting from selecting the right designs, site survey, fabrication, delivery and installation. As a leader in the category, Fenesta takes pride in its ability to serve individual homes and large developers with equal ease.