



Fenesta launches its first Signature Studio to expand retail operations

'Fenesta' Signature Studio comes to The Great India Place Mall, Noida

New Delhi, August 14, 2014: Fenesta Building Systems, India's largest windows company and a division of DCM Shriram Ltd. is expanding its retail outreach in the country. The company announced the launch of its flagship owned **Fenesta Signature Studio at The Great India Place Mall, Noida** in the national capital region today.

The new Signature Studio will change the way of buying doors and windows for the Indian consumers as the customers will be able to touch and feel the product before the purchase. The Signature Studio is positioned as a premium interior lifestyle store that is in sync with Fenesta's aspirational brand imagery.

While inaugurating the first Fenesta Signature Studio, **Mr. Ajay S Shriram, Chairman & Senior Managing Director, and Mr. Vikram S Shriram, Vice Chairman & Managing Director, DCM Shriram Ltd.** said, "We're excited to launch the new Signature Studio of Fenesta for the consumers in Delhi-NCR. It has always been Fenesta's endeavor to design windows and doors that suit India's unique requirements. Fenesta uses world class technology to meet the demands of the discerning Indian consumer."

Further, **Mr. Alex Murphy, President and Business Head, Fenesta Building Systems** added, "This studio will help in better visualization of interior solutions with life-size displays and extensive presentations of product designs. This along with the technical support at hand and aesthetically appealing displays will make the product experience simple, well-informed yet absolutely incredible for the customer. It will also enhance the design palette available to architects and end users."

Fenesta will be expanding its network with its wholly owned Signature Studio to other cities in India including Mumbai, Ahmedabad, Chennai, Hyderabad, Kolkata and Pune.

Mr. Alex Murphy added, "We are confident that the Signature Studios will provide consumers across India access to world class contemporary designs and trends in styled doors, windows and conservatories."

Fenesta- Product Offering

The product offerings at the Signature Studio will be the latest trends in UPVC windows, composite doors, window shades, coverings and the newly launched conservatories.

The new composite doors will be available in different colors, like white, black, red, green, blue, light oak, rose wood, gold oak and mahogany. Fenesta also brings for its customers a new concept of conservatories to enhance individual living spaces in gardens, terrace, adjoining space to villas or bungalows, car parking, and many other options.

Fenesta- 360 degree service

Fenesta is known for its impeccable end-to-end service for windows and doors solution for homes. Fenesta is the only company in India that controls the entire supply chain from blending of raw material to installation of product including post sales service, thus ensuring quality at every step. The products of Fenesta are specially designed in UK and Austria to meet the variable Indian climate conditions. These are brought to India by DCM Shriram Ltd. assuring a long term association for the customer.

Fenesta doors and windows have been immensely popular among leading builders, architects and interior designers across the country.

About Fenesta Building System:

Fenesta is a division of the Rs 6400 cr conglomerate DCM Shriram Ltd. Fenesta is India's largest [windows](#) and [doors](#) company. It has installed more than a million windows and doors across nearly 150,000 homes. Empowered with 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 own sales and service presence in nearly 50 cities with 4 factories and nearly 100 [showrooms](#). With Fenesta, customer is assured of end to end service starting from selecting right designs, site survey, fabrication, delivery and installation. As window experts, Fenesta takes pride in its ability to serve individual homes and large developers with equal ease.

For further information please contact

Aman Pannu | Rimsha Bahl

amanpannu@dcmshriram.com | Rimsha.bahl@linopiniongh.com

+91-9899078610 | +91-9999011667