



## FENESTA

OPENING WINDOWS TO A NEW INDIA

*Fenesta is a new-age Polymer Window System that has sprouted from the magnanimous business conglomerate of DCM Shriram Limited, a well-established name in the corporate world with an egregious turnover of more than 7000 crore*

Incepted in the year 2003, headquartered in Gurugram, Fenesta has unveiled a pioneering new-age Polymer Window System with a technical alliance with H.W. Plastic Limited, UK under the brand name of Fenesta uPVC window system. Fenesta uPVC Building Systems is a revolutionary renaissance in the windows and doors arena creating a signature mark to enhance the usability and sustainability of the changing needs in this segment.

### NO MORE WHISPERING WINDOWS

uPVC (unplasticised Poly Vinyl Chloride) has properties that provide the panacea to the ever-changing needs of the urban sophisticated builders of India. The turn into the 21st century also tuned changes in the way the new India infrastructure was being structured. High-rise buildings, sophisticated malls, plush houses with modern look, and the changing eclectic requirements of the fastidious Indian consumer needed the best quality environment-friendly tough material with dapper-looking designer material

to compliment it in the most desired way. Fenesta streamlined its products according to the extreme climatic changes pertaining to withstanding the harsh weather conditions of India, and since its establishment is the unparalleled leader that remains the undisputed choice for the best builders of India.

Being the largest Indian manufacturing company of doors and windows till date, Fenesta products have adorned the walls of over two million windows while embellishing its strength and beauty in more than 150,000 homes and ample of hotels, institutions, hospitals, factories, and showrooms. Their growth has been phenomenal since 2003 with more than 150 partner showrooms and nine Signature Studios supporting its presence in about 200 cities.

From time immemorial, windows have always added to the aesthetic value of a house with traditional decorative windows accentuating the look of palaces and houses; however, with the changing environment and the infrastructures of buildings reaching sky high, the demand of the present time pertained towards

windows that play a much larger role than just ventilation and beautified look. With the advancement of science, it is imperative that the windows that are to be used should be able to withstand high wind speeds, seismic disturbances, storms, pollution and perfectly fit within the frames to avoid rattling and absolute safety with the most appealing patterns. India also receives the highest UV radiation as compared to most parts of the world, and therefore Fenesta uPVC blend is adequately reinforced with additional care additives for long-lasting color profiles to sustain the brightness.

### BRAND THAT BEAUTIFIES WITH STRENGTH

Fenesta has emerged as a brand deeply committed to quality certified by global standards, minimum maintenance, premier designs, superior finishing, a wide range of products, and carries the trust of millions of users who have beautified their buildings with its doors and windows. It has won the national award for Manufacturing Competitiveness, the Product of the Year award, etc.