

UPVC window company Fenesta to expand its retail reach in Karnataka.

Fenesta UPVC window company is appointing dealers across the country, including major cities of Karnataka like Mangalore, Bangalore, Mysore, Shimoga and Belgaum to expand its retail reach.

Sept. 1, 2009 - [PRLog](#) -- Fenesta Building Systems, India's largest windows company and a division of Rs. 3,000 cr. DSCL group, has extended its retail reach to Karnataka by setting up exclusive showrooms in Mangalore and Bangalore. The initiative is part of company's business strategy for establishing direct contact with its end-users through a chain of retail outlets, which have currently been set up in select metros and mini metros.

Fenesta is appointing dealers across the country, including major cities of Karnataka like Mangalore, Bangalore, Mysore, Shimoga and Belgaum to expand its retail reach. These dealers would set up exclusive showrooms or display centres which would display the entire range of Fenesta Windows including sliders, casements, tilt and turn, bays and combination windows.

Two such dealers have already set up exclusive showrooms in Bangalore and Mangalore besides several others in the three metros including Mumbai, Chennai and Delhi. The company has also set up an exclusive showroom recently in Bhubaneswar. The Mangalore showroom has come up at Deepa Plaza, M.G. Road, Mangalore and the Bangalore showroom and in-shop displays are at Lavelle Road, Edward Road, Manjunatha Nagar, RT Nagar, Hebbal, Varthur Main Road, Appajappa Complex and Outer Ring Road.

Fenesta also has its stores at THEOBOLD Road, Mysore and Basavanagalli, Belgaum.

Fenesta is simultaneously expanding its retail network to various other tier 2 cities in India including Mumbai, Nashik, Nagpur, Aurangabad, Alibaug, Lonavala, Bhopal, Ludhiana, Jammu, Jalandhar, Raipur, Vijayawada, Tanjore, Vellore, Tirunelveli, Guwahati, Baroda, Surat, Ahmedabad, Rajkot and various cities in Orissa and West Bengal. By the end of this year, it hopes to be present in over 50 cities across India.

Fenesta has also adopted the popular 'shop-in-shop' concept for marketing its windows. The company has decided to tie-up with various players operating in the home improvement fold in Karnataka and adjoining states.

For the last 5 years, Fenesta windows have been immensely popular among leading builders, architects and interior designers across the country. Till date, the company has installed over 4,00,000 windows and has to its credit repeat orders from many clients. Since Fenesta's foray into retail, these windows are gaining rapid acceptance among retail clients as well.

"Changing home windows is a hot new idea in home improvement and renovation. Fenesta's exclusive sales outlets in Mangalore and Bangalore will help us immensely to take our UPVC windows brand closer to the end customer," Mr. Sandeep Mathur, Business Head, Fenesta Building Systems, said.

"Fenesta windows are specially engineered to suit the needs of various cities in Karnataka – the windows can withstand torrential rains and high speed wind which makes them ideal for high rise buildings and heavy monsoon areas", he further added.

Priced in the range of Rs. 400 to Rs. 700 per sq.ft., Fenesta UPVC windows offer a number of benefits over conventional wood, aluminum and steel windows. Some of these benefits, that greatly improve quality of

life, are as follows:

- Noise and Dust Proof: Silicon sealing, multi point locks and non-conducting properties of UPVC make these windows noise and dust proof
- Ventilation: Ease of use allows ample ventilation and sunlight in the house
- Maintenance free and long lasting – These windows do not require paint or polishing and are therefore maintenance free.
- Saves Energy – These windows cuts air conditioning costs significantly.

The company has focused on building a strong infrastructure and 360° service capabilities. To ensure timely deliveries in the Karnataka region, a fabrication facility has been set up on the outskirts of Bangalore. The company has also set up an all India Customer Care Number; 6001 5555, which takes care of each customer's pre and post installation needs. It is a local number from all major Indian cities.

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Fenesta is India's largest windows solutions provider; the company provides solutions ranging from design, manufacture installation and service of high quality UPVC windows. The company is a part of Rs.3, 000 crore DCM Shriram Consolidated Ltd. (DSCL), one of the largest business groups of north India. Fenesta is headquartered in Gurgaon – National Capital Region, New Delhi and has a presence in 20 cities across India.

For more information visit - <http://www.fenesta.com>

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