



DCM SHRIRAM

BSE Limited Phiroze JeeJeeBhoy Towers, Dalal Street, <u>Mumbai - 400 001</u>	National Stock Exchange of India Ltd., “Exchange Plaza”, 5 th Floor, Plot No. C-1, G Block, Bandra-Kurla Complex, Bandra (E) <u>Mumbai – 400 051</u>
SCRIP CODE : 523367	SCRIP CODE : DCMSHRIRAM

Kind Attn : Department of Corporate Communications/Head - Listing Department

Sub : Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Inauguration of Façade fabrication facility

Dear Sir(s),

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the “SEBI Listing Regulations”), we wish to inform you that the Façade fabrication facility of the Company’s Fenesta business at Hyderabad, has been commissioned today i.e 2nd November 2023 at 12.30 PM. This will enable entry of Fenesta business into the façade market as well to provide comprehensive fenestration solutions to its customers.

The details required under Regulation 30 read with Schedule III of the SEBI Listing Regulations and pursuant to SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13.07.2023 are given below:

Sl. no.	Particulars	Details
1.	Name of the Product	Façade
2.	Date of launch	2-Nov-2023
3.	Category of the product	Building Materials
4.	Whether caters to domestic / international market	Domestic
5.	Name of the countries in which the product is launched (in case of international)	India

A detailed Press Release in this regard is attached herewith; and the same is also being hosted on our website www.dcmshriram.com.

You are requested to kindly take note of the above information and disseminate the same, including on your website.

Thanking you,

Yours faithfully,

For DCM Shriram Ltd.

(Sameet Gambhir)

Company Secretary

Dated : 02.11.2023

Encl. : As above

DCM SHRIRAM LTD.

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Fenesta Ventures into Façade Vertical with State-of-the-Art Factory in Hyderabad

National, 02 November 2023: Fenesta, India's No.1 Windows and Doors Brand and a prominent name in the Indian fenestration industry, is poised to revolutionize the domestic façade industry with the inauguration of a cutting-edge Façade fabrication facility in Hyderabad. This marks Fenesta's strategic entry into the façade segment, capitalizing on its expertise and excellence in the windows and doors market.

Aligned with international standards, Fenesta's Façade Factory hosts state of art machinery sourced from Europe. Equipped to manufacture façade panels as well as aluminium windows and doors, this facility significantly amplifies Fenesta's manufacturing capabilities.

This is Fenesta's eighth manufacturing unit, highlighting the Company's steadfast commitment to quality, innovation and service. Now, Fenesta has 1 extrusion factory, 4 uPVC Fabrication Factories, 2 Aluminium Fabrication Factories and 1 Façade Factory.

Additionally, to enhance reach and accelerate delivery, Fenesta has also strategically re-oriented its Bhiwadi (Rajasthan) Aluminium Windows and Doors Factory to facilitate façade manufacturing.

Speaking on this occasion, **Saket Jain, Business Head – Fenesta Building Systems**, said, *"The launch of our Façade Vertical marks a milestone moment in Fenesta's journey. This strategic move into the façade segment is aligned with Fenesta's vision to provide comprehensive fenestration solutions to our customers and bridge existing market gaps. The meticulous integrated approach to 'Design, Manufacture, Install and exceptional Customer Service' will help Fenesta in providing the best in class solutions to its customers. We are excited about the prospects of this vertical, confident that it will redefine excellence in the market."*

Fenesta aims to bridge gaps in the current façade market and become one of the leading brand in the category, mirroring its success in the windows and doors segment.

Fenesta in a recent move has joined hands with Inventure Metal Products Industries LLC, a prominent player in the United Arab Emirates' façade industry. Renowned for its expertise in high-rise façade solutions, Inventure has an 18-year legacy of excellence. Under this partnership, Inventure will provide comprehensive technical expertise covering façade design, manufacturing and installation, ensuring Fenesta delivers unmatched façade solutions to its valued clientele.

The entry into the Façade segment marks a major leap forward for Fenesta, consolidating its brand reputation as an industry leader in both innovation and customer satisfaction.

About Fenesta Building Systems

Fenesta is India's largest windows and doors brand and a part of the Rs. 12,080 Cr conglomerate DCM Shriram Ltd. Its installations across more than 4,00,000 homes have already crossed the magical 4 million mark. Empowered with the knowledge of India's extreme conditions, Fenesta has designed uPVC windows and doors that can also withstand India's extreme climate. After uPVC, Fenesta took another technological leap when it introduced its ultra-luxury Aluminium Windows and Doors and Solid Panel Doors. Headquartered in Gurgaon, Fenesta has more than 300 dealers and nine Signature Studios supporting its presence in 350+ cities. With a dynamic direct sales force, Fenesta has successfully expanded its reach internationally, penetrating markets in the Maldives, Nepal and Bhutan. Fenesta offers a complete customized end-to-end solution: survey, design, manufacture, delivery, installation and service to all its customers. The entire process is synchronized with the pace of each project. As a leader in the category, Fenesta takes pride in its ability to serve individual homes and large developers with equal ease.

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