



uPVC windows and doors have become one of the favourite choices.

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How is the market for uPVC windows and doors evolving in the country?

The uPVC windows and doors market in India has taken a new growth mark over the past decade and so. Around two decades ago, when uPVC window and door systems were introduced in India, only a few people showed interest. Due to lack of awareness, people were reluctant to install these systems in their buildings. Gradually through various awareness programs and marketing campaigns (product displays in various exhibitions, conferences etc), people started getting confidence in the uPVC doors and windows. Price sensitivity of Indian market, love for wooden doors and windows, less availability and awareness of the product were the reasons for uPVC window systems that took good time to make its place in the fenestration market. Now in the last 20 years, a lot has been done, uPVC windows and doors have become one of the favourite choices amongst architects, builders, developers and retail customers due to various design and styles, durability, sound insulation, dust resistance, zero water penetration and minimum maintenance over their long service life. Today, the market has Indian and international brands, manufacturing and supplying these modern door and window systems and the numbers of manufacturers and suppliers are increasing year on year. If we see the market trend, uPVC windows and doors market is growing at a rate of 12-15% per annum due to infrastructure growth and customer interest towards advanced and sustainable windows and doors.

As of now we can say, uPVC windows and doors market has reached a level where it will only grow and become one of the dominant and favourite materials.

What are the growth opportunities for the products? What are the demand drivers?

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India has been witnessing a huge growth in the overall infrastructure, consisting of expansion of urban sectors and development of smart cities. This infrastructure growth has created opportunities for new products and services to step in and flourish. uPVC windows and doors are amongst one of the important and innovative products that attracted and established its strong presence in the market. The main drivers pushing the growth of these advanced uPVC door and window systems are:

Growing awareness of the benefits of uPVC windows and doors: It is one of the main reasons why people are getting attracted towards uPVC due to their unique attributes like sustainability, innovative designs, durability and several other advantages like sound insulation, thermal insulation, dust resistance, zero water penetration, minimum maintenance etc.



Increased purchasing power: In the recent time, the emerging middle class has been the biggest contributor to the development of the residential infrastructure growth, which ultimately created demand for products like the uPVC door and window systems.

Social and government push towards sustainable products: Global warming and scarcity of natural resources has raised questions on the lifestyle we follow, as a result more public and private sector institutions are encouraging society to adapt products that are sustainable and eco-friendly.

What kind of design innovations are trending in doors and windows?

uPVC windows and doors are considered the most innovative and advanced systems available in the market. These innovative new generation systems provide optimized sound insulation for quiet and stress-free living spaces. Large glass area of the frames achieves brightly lit residential and work spaces. Efficient thermal insulation is another advantage of these multi-chambered systems, which is achieved by professional fabrication, special glazing and air tight sealing and installation. Not just sound and thermal insulation, these systems are best for protecting your indoor from dust and water penetration. Structural stability is another advantage of these doors and windows, so you can stay relaxed during dust storm and rainy season.

Environmentally friendly products are becoming popular and need of this modern time, these modern doors and windows are made with 100% lead-free and sustainable uPVC material, hence helpful in preventing deforestation.

What are the latest products and solutions offered by the company in doors and windows?

Koemmerling India has been producing the



most advanced and market-friendly door and window systems and has a rich legacy of over 125 years across the globe. The product range includes sliding doors and windows, sliding folding doors, lift and slide doors, casement doors and windows, tilt and turn window, top hung window, casement window with inbuilt grill and mesh, all these systems are tested and proved their performance efficiency in terms of structural stability, smooth operations, wind load capacity, aesthetic appeal and minimal maintenance over their long service life. All these systems are compatible with fly mesh, and option for single and double glazing can meet any architectural challenges, due to extraordinary dimensional flexibility and adaptability.

How do you visualize the demand trend for doors and windows?

The organized doors and windows business stands at approximately around Rs 16,000-17,000 crores. As mentioned above, the uPVC doors and windows market is growing at 12-15% year-on-year basis. If we see the market trend particularly after COVID, we are seeing a good growth for uPVC window and door market. In the last few years, we have witnessed many new players entered the market, which itself shows the growth of this market. But at the same time, we need to understand the importance of the quality and the careful price positioning, which determine the future of brands in the market. Customers have become more aware about the importance of product quality and after-sales service, they have started giving careful attention towards the brands having a rich legacy in the business and their presence in the country. ■

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