

uPVC was still a new phenomenon in market and customers didn't understand much of its USP's and its superiority over the counterparts dominant in the market.

The idea was to create a uPVC doors and window brand, which could reserve its space in the segment and in the industry.

CASE STUDY



WINDOW MAGIC

German Technology uPVC Window
& Door Systems

Setup in 2002, "Window Magic", a division of Window Magic India Pvt. Ltd. (Formerly Ramtex Overseas Pvt. Ltd) is a part of the JV Group. It emerged from a collaboration with the Profine Group of Germany which is the world's largest manufacturers of uPVC profiles operating under the brand name of Kommerling. As a company today, with years of experience, they have succeeded in building up a range of state-of-the-art technologies to manufacture windows and doors, profile lamination in various colors, insect screen and glass solutions.

With the provision of exceptional services and expertise they have received overwhelming customer responses. Their myriad products include casement windows & doors, tilt & turn windows, sliding windows & doors, designer window, conservatory and lift & slide doors. Vert Spring Windows, Plisse Double Window, Lat Single Window and Lat Double Window are our notable other products. With such a wide range of products and enhanced production capabilities, they have been able to build a strong loyalty amongst a vast customer base that is spread all across the nation.

FLAGS COMMUNICATIONS ROLE IN THE ORGANIZATION

Flags Comm is the Brand's Marketing Agency from past 5 years. Entire Brand Marketing and Advertising is outsourced to us and we work as their extended wing and partners. Areas we look after:

- Marketing & Advertising
- Brand Management
- Digital Marketing
- Public Relations



INITIAL BRAND CHALLENGES:

- uPVC was a new introduction for the customer
- **Window Magic** was a very new brand
- Most of the sector was unorganised
- Brand owners were also new to the industry as previous experience was in different sector
- Entire share of the sector was captured by a giant coming from big background

HOW FLAGS PLAYED THE ROLE OF A MARCOM AGENCY?

As an integrated MARCOM agency, Flags took upon the complete exercise for Window Magic to establish it as one of the leading players in uPVC industry. Undertaking all the above mentioned exercises, Flags transformed the brand into an aspirational one. Steps followed were:

- Thorough Understanding of the sector
- Understanding the current brand positioning
- Competition Analysis to have the in-depth knowledge and understand the threats and opportunities

HOW FLAGS PLAYED THE ROLE OF A MARCOM AGENCY?

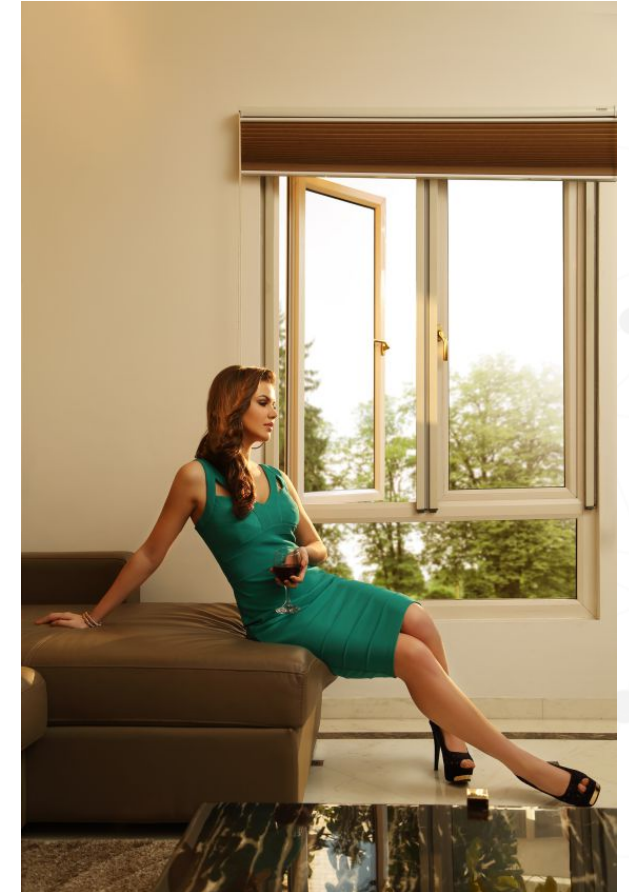
- Transforming the brand look and feel
- Establishing the brand spokesperson as the industry expert
- Sales and business reviews
- Crafting customised marketing strategies according to the needs of the market and need of the sector
- Generating sales leads for the company through aggressive sales oriented marketing exercise with extremely focused approach



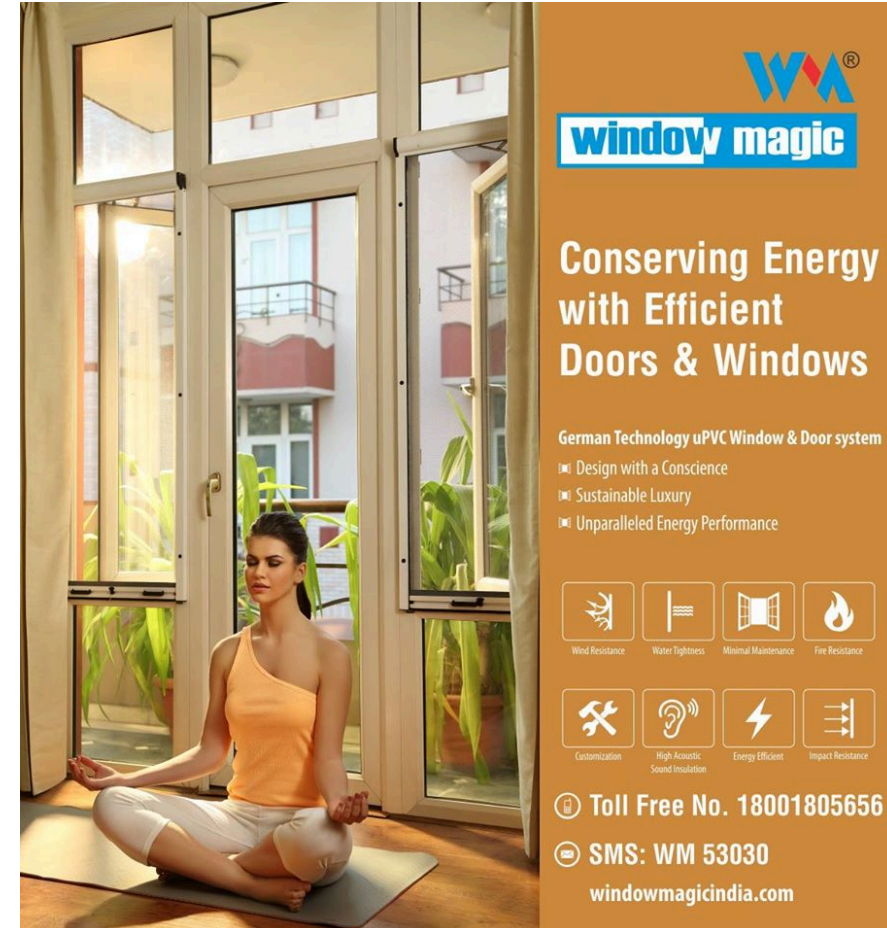
B2C COMMUNICATION

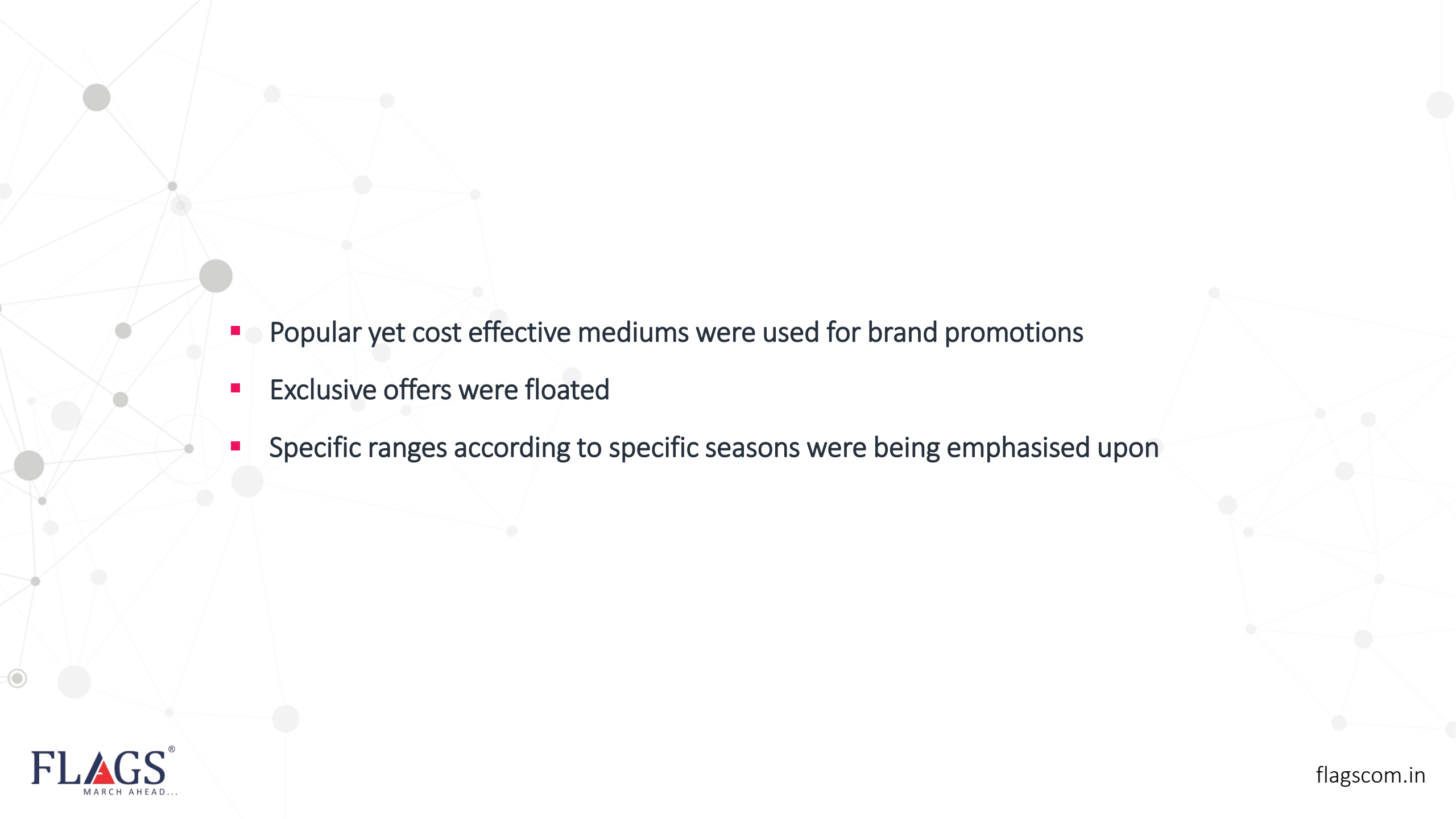
B2C was the phase one when Flags started handling Window Magic. It was important to create an aspirational value around the brand. First task in hand was to make brand visually appealing to go out in the market.

- Entire Brand Look was refreshed with chick looking photoshoots. The brand was projected as a must have for one's premium abode



- Different communication for different set of TG was drafted



- 
- Popular yet cost effective mediums were used for brand promotions
 - Exclusive offers were floated
 - Specific ranges according to specific seasons were being emphasised upon

■ Aggressive PR exercise was carried out in B2C print/ electronic and Digital mediums

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LIFESTYLE

BRING THE WORLD INTO THE HEART OF YOUR HOME WITH WINDOW MAGIC'S SLIDING DOORS AND WINDOWS

by Manish Bansal | August 22, 2017

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Trip to Ashok Vatika (Sit

Window Magic:

They eyes are the windows to the soul. However, in a home, the windows and doors are pathways into its soul. They have the ability to brighten up any room and act as a beautiful feature decoration as well. With the launch of sliding doors and windows by Window Magic, now it is possible to bring nature into your living room while still having a sleek and elegant piece that accentuates the beauty of the room.

Window Magic's exquisite collection of sliding doors and windows adds panache to your homes. Crafted and designed in a contemporary styles to compliment your desires and tastes they offer excellent performance and smooth integration, these sliding doors and windows from Window Magic can be the most elegant choice for your home design. With enhanced features including simplicity, architectural enrichment, and easy to use, these sliding windows and doors are made by keeping different ideas in mind to cater different needs of different customers.

They are not just doors and windows but effective sound and weather barriers. A gentle horizontal push opens up the view to the outer world. These are apt for modern structures as they do not cover much space and allow maximize natural light. The windows are also excellent choices for much more restricted spaces like interior partitions and cubicles. While the sliding glass doors are perfect for balconies. The doors and windows, two or more frames, slide horizontally on track to the left or right. The glass is slightly raised above the tracks for smooth slide and also preventing dust from collecting down in the tracks. They are ideal for homes that require space-economy.

Window Magic, with years of industry experience is amongst the first companies who introduced the material uPVC in India. Window Magic along with the Profile Group of Germany as their technology partners, offers everlasting impressions with respect to uPVC Window and Door solutions. The company offers a wide range of uPVC Windows and Doors in various colors with various glass solutions and Insect Screens. At Window Magic, stringent quality checks coupled with state-of-the-art technology are used for manufacturing and creating visually appealing and durable products.

Business Standard

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JUST IN Have fun with window decor ideas

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Have fun with window decor ideas

MAN | New Delhi | Last Updated on October 6, 2017 09:08:07

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- Go big with decor ideas for small space
- Manish Bansal, Director, Window Magic India, and Shreyasi Rathai, stylist from Vajor, list down some tips.
- Wall art: The easiest way to add a new dimension to your bare walls near windows, can be done with the help of wall decor items like wall arts, that are available in bright colours, prints, patterns and sizes. To make your space more festive, opt for floral patterns and embellished wall arts that are one of a kind.
- Lanterns: Lanterns are the best way to add a vintage touch to your space. Whether you have a modern house or a cozy space, lanterns always add that much needed charm. Just hang a few lanterns near the windows with fairy lights or candles to add a warm enchanting touch.
- Wall hangings: Wall hangings always come to the rescue when you have nothing to decorate your left out corner walls. This festive season, choose to go a little quirky with wall hangings that are a little out of the box yet add to the vibe of the room. Tasseled and embroidered, sequined and in pastel shades are something you should be looking at that will not let you miss your curtains.
- Lights: Another way to decorate your windows is hanging garden ceiling lights, keeping faux planters or beautiful flower vase. This will bring in a touch of green to your home and add a colour to your space. Flowers are always a delight and to keep them near the windows will be the ideal choice to make your house more decked up in the most subtle way.
- Windows come in varied sizes and shapes and each gives character to a construction. Given below are few types of windows.
- Sliding windows: With the sliding windows it is possible to bring nature into your living room while still having a sleek and elegant piece that accentuates the beauty of the room. Sliding windows are the most elegant choice for your home design.
- French windows: French windows add glamour to the interior space. They provide view of the surroundings and add the element of nature to the interior spaces.
- Conservatory windows: Nothing can surpass the beautiful innovation and charm of a classic conservatory. With their elegant lines and exquisite detail, these structures are the ultimate extension between your living space and the beautiful natural environment around you.
- Picture windows: They are best in areas where airflow is not important. Picture windows are often installed high on walls and hallways, providing excellent lighting. These types of windows provide visual appeal. However, if the glass is too large, the window becomes susceptible to vandalism, and replacing glass could be expensive.

Advertisements

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- The all new Fortuner TRD Sportivo. Test Drive Now!

According to Manish Bansal, Director and CEO of Window Magic, in these uncertain times, everyone wants to be with their family. Basal is a manufacturer of uPVC windows and doors, based out of the capital city and he contends that no amount of motivation can help reverse the exodus of workers. In fact, Bansal says the exodus has broken a myth he long harboured.

Taken aback by the troubling fact that more than 90% of his firm's manpower has gone back to native places, he says, "Before the lockdown, we operated under a myth that more than 60 -70% of our manpower are locally based, but I was wrong. Today, our senior staff - even those owning houses and living here for more than a decade, preferred to be with their extended family members in hometowns."

Such a large scale exodus has now left many manufacturers like Bansal in the lurch. Adding to firms' miseries, if experts are to be believed, there isn't any end to this trend in the immediate future.

- Aggressive Digital marketing was carried out to reach out to the target masses in target regions



- Second phase of brand refreshment happened with complete change in brand identity. Completely bold and sexy avatar was given to the brand by crafting a first of its kind industry logo



- Brand ambassador was hired, which no one had ever done in the fenestration industry



- Fresh and brand new Brand videos, print ads, digital campaigns were rolled out in the market which gave instant hit and created sufficient buzz.

WINDOW MAGIC

German Technology that Brings Warmth and Serenity in your Life!
Install Premium uPVC Windows and Doors

Our uPVC window & door systems come with excellent insulation properties ensuring heightened comfort level. Therefore, if you are seeking to add warmth and serenity in your life then opting for our German Technology enabled fenestration solutions will be the best choice one can ever make.

WINDOW MAGIC INDIA PRIVATE LIMITED
Corporate Office: 702, Nandani House, 21, K.G. Marg, New Delhi-110001
Email: info@windowmagicindia.com | www.windowmagicindia.com

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WINDOW MAGIC

CHANGE THE WAY YOU PLAN YOUR HOME.
Choose uPVC Designer Windows

Beautiful | Corrosion-free | Functional

As a leader in the uPVC manufacturing, Window Magic offers a range of products with features that support a comfortable, secure and great experience. Guaranteed to a powerful living, the designer windows add a lot of style to your home.

Multiple Wind Resistance | High Sound / Noise Insulation | Dustproof | Impregnable | Fire Retardant | Air Tight | Impact Resistance

Call: 99102 22240 | SMS: WM 53030 | windowmagicindia.com

INDIA'S LEADING uPVC WINDOWS & DOORS BRAND!

WINDOW MAGIC

German Technology uPVC Window & Door Systems

Window Magic offers a wide range of uPVC window and door systems that are designed and crafted with perfection. With the help of latest technology, Window Magic creates effective and visually appealing windows and doors of the best quality.

WINDOW MAGIC INDIA PRIVATE LIMITED
Corporate Office: 702, Nandani House, 21, K.G. Marg, New Delhi-110001
Email: info@windowmagicindia.com | www.windowmagicindia.com

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WINDOW MAGIC

Beauty that your Home can't have enough of!
Choose our finest uPVC windows and doors

WINDOW MAGIC

Upgrade to new Colours of Life with Designer Windows!

Call: 99102 22240 | SMS: WM 53030 | windowmagicindia.com

WINDOW MAGIC

EQUALLY WISE EQUALLY GIFTED

Equality Is Her Birth Right!

Happy Women's Day

Manoj Barwal (Chairman)

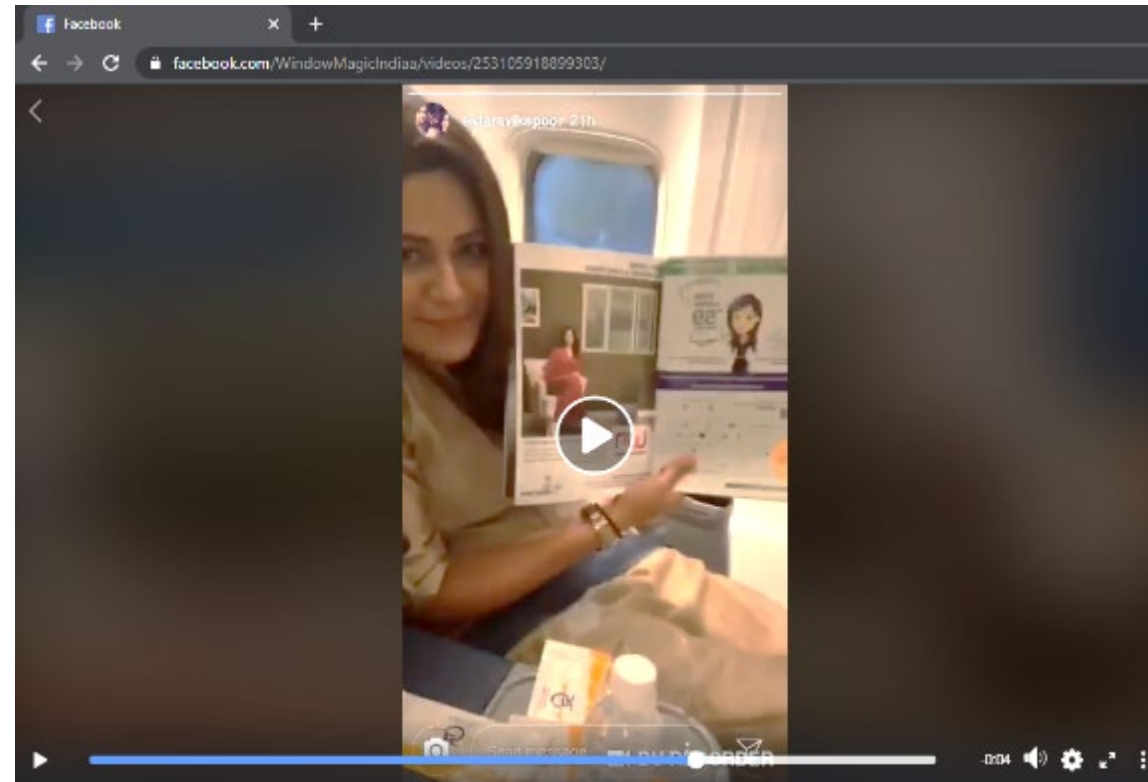
Manish Barwal (Director & CEO)

WINDOW MAGIC

Enjoy the gift of life & open the windows of your heart to love & happiness

Happy Valentine's day

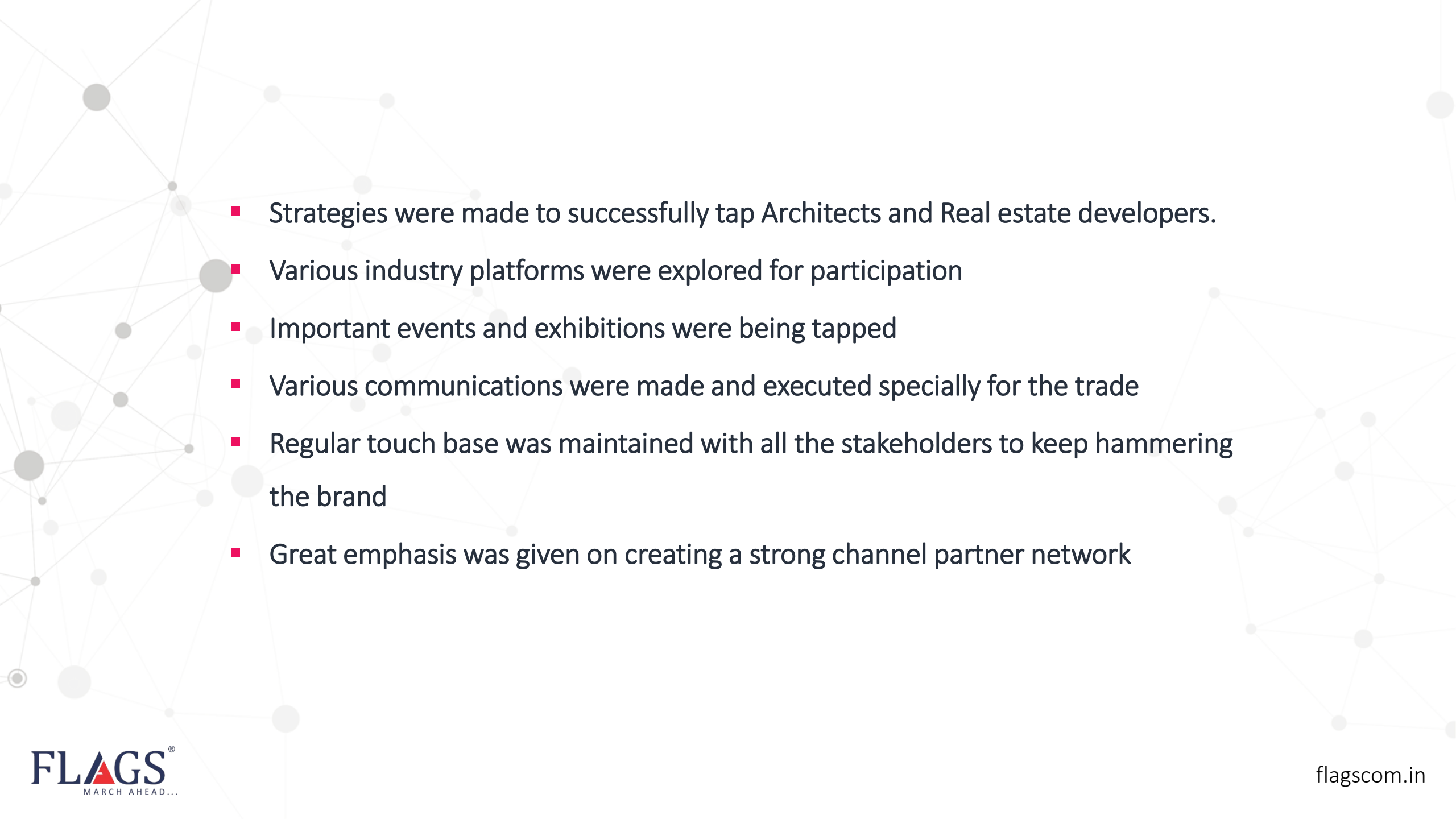
- All the above mentioned advertising mediums were used including airline magazines to create a strong brand recall





B2B COMMUNICATION

There were old players established in the market. Also a lot of unorganized players were already taking away the share. It was way too important to be established as a serious player in the market and the biggest strength was Window Magic's German Quality.

- 
- An abstract network diagram with various sized grey nodes connected by thin grey lines, forming a complex web-like structure across the entire slide.
- Strategies were made to successfully tap Architects and Real estate developers.
 - Various industry platforms were explored for participation
 - Important events and exhibitions were being tapped
 - Various communications were made and executed specially for the trade
 - Regular touch base was maintained with all the stakeholders to keep hammering the brand
 - Great emphasis was given on creating a strong channel partner network

Window Magic

Beauty that your Home can't have enough of!

Choose our finest uPVC windows and doors

Window Magic

Create Your Own Wall of Fame with Our uPVC Windows and Doors

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Window Magic

What's Eternal is Style

Youthful uPVC Windows & Doors, to redesign your favourite place!

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Window Magic

Elevate Interiors with Elegant Designs

Maximum Wind Resistance Longevity High Acoustic / Sound Insulation Fire Retardant Customization

Window Magic

What Do We Do?

We make you fall in love with your sweet abode! & we have been doing it for years

Window Magic

A Smarter Choice for your Home

Install German Technology uPVC Windows and Doors

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■ Aggressive PR carried out in trade magazines and portals

INTERACTION WINDOW MAGIC



WE ARE COMMITTED TO PROVIDE THE BEST PRODUCTS AND SERVICES

Our utmost priority is to deliver top of the line products and tailored solutions through continuous innovations.

**Manish Bansal – Director & CEO
Window Magic**

How do you assess the fenestration market and what is the scope and potential for uPVC systems in the overall market?

The facade and fenestration industry in India is emerging rapidly and the need for sustainability, comfort and aesthetics continues to drive innovation. The market of uPVC windows and doors are growing at a tremendous rate in the India where people have also realized the importance of more durable and aesthetic doors and windows for their new constructions. They are willing to buy the best quality of product which not only are maintenance free but also are weatherproof. As per the Indian uPVC market report, the next 10-15 years will see an estimated 30% growth in the segment including new and replacement. Also, the uPVC segment is expected to contribute around 10-12 per cent to the windows and doors industry.

What are the advantages of uPVC systems compared to other materials like aluminium and wood etc?

uPVC is replacing traditional building materials such as wood, metal, concrete and clay in many applications. The traditional materials have lagged way behind after the uPVC profiles have taken over. The uPVC windows are not only cost-effective, but are more energy efficient than the regular windows and doors. The sound and thermal insulation makes them as one of the main reasons for homeowners to prefer uPVC profiles. The uPVC windows and doors, on the other hand have great resistance towards all harsh elements and easy to maintain for years.

What are the major factors while opting for a window / door system?

Windows and doors are an integral part of one's space. It is not just a piece or a structure attached, but is the connectivity pathways with the outside world. Windows and doors typically beautify the abode, if chosen right. They can secure the house from all the unwanted outside elements and entities. Therefore, it is important to involve security options in windows and doors, considering longevity, aesthetic appearance and functionality.

• **Quality** – A person should not forget to consider the quality while selecting windows and doors for the home. It is an important factor and should seriously be considered. While looking at quality, besides the price factor, a person should also consider the maintenance and ease of use of windows and doors. Minimum expected qualities from a good windows and doors brand is that they should be termite proof, waterproof, weatherproof, energy-efficient, soundproof, etc.

• **Acoustic** – If you are living in a busy area then opt for windows and doors that are specifically designed for acoustic performance. They reduce outside noises from entering the home.

• **Security** – Good windows and doors must incorporate quality hardware along with a concealed locking system. Install a single point lock or a multi-point lock in the window and doors as per the security requirements of the home. Consider a double glazed laminated glass window for good security of the home.

How do you ensure the quality of the system especially in terms of hardware / and other accessories?

Our product quality is thoroughly tested at every



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Prabhakar Kumar writes about the futuristic approach of development of 'Climate Neutral Smart Cities'.

INTERACTIONS



50 JAL has a huge capacity and a wide range of production lines.
- R.K. Jain
Sr. Vice President
Commercial, JAL



58 We are committed to provide the best products and services.
- Manish Bansal
Director & CEO
Window Magic

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A graceful and efficient design of residential space by Architecture and Design Studio

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end of manufacturing processes. The hardware of the products, handles, frames, or latches is tested by experts and meets the set standards of the industry norms.

What is the impact of the slowdown in the realty market?

Observing today's scenario, market has gone extremely slow, and GDP growth of fiscal year has declined. India is facing a sharp decline in terms of economic activities and revenue. We are trying our level best by standing uniformly with the government and to meet the demand of our customer on time by implementing their quality requirement.

What are the latest innovative systems you have brought in? Are these product lines fit into the green building or sustainable category?

uPVC products are the innovative products, they have huge demand in construction industry, facade and fenestration industry. The major innovation is all products are energy efficient, they have the quality to resist heat, fire, have thermal insulation property as well as, all products are acoustic.

uPVC windows and doors are very much in for the future of green construction. They are eco-friendly as it provides a smarter substitute for timber or wood which are largely used for making windows and doors resulting in huge deforestation. Also, they can be recycled and used again. uPVC doors and windows are free of lead and other hazardous substances and have also received approval for green building concept. uPVC profiles are designed as per Indian tropical conditions and are extruded and tested.

How do you differentiate your products and services?

Our uPVC profiles are different from others as they are completely recyclable and eco-friendly. The energy used for extrusion process is relatively low when compared to other materials like aluminium, steel, clay and wood. Moreover, within the uPVC industry, our manufacturing process is the best in terms of environmental friendliness. Our uPVC windows and doors prevent noise and also ensure a comfortable life both at home and in office. The products are thermally insulated and have fire resistant quality.

CRPV is a very integral part of any successful organization. With respect to services, we are among the few companies who have a dedicated customer service department. In terms of our product quality, delivery, innovation we try to meet our customer satisfaction by providing them satisfactory services.

Do you think the existing specs and codes support your industry?

All specs and codes are designed by over



viewing the fenestration industry, in terms of expansion of real estate, sustainable development, bringing innovation and new technology.

Tell us about your manufacturing capacities.

We at Window Magic are equipped to handle any volumes, as we produce approximately 1.2 million sq ft annually. We have a track record of installation and servicing of more than 5 million sq ft of windows & doors nationwide. Our state of the art manufacturing is majorly automatic, thus ensures zero defects.

What are the core strengths and competencies of Window Magic?

Being the primary manufacturers of uPVC windows and doors, our greatest strength is our customer satisfaction as we are committed to provide them the best products and services. We hope to occupy the minds of the customers by being the most preferred uPVC manufacturer and supplier with offerings such as customized solutions. Our utmost priority is to deliver top of the line products and tailored solutions through continuous innovations within the domain of uPVC technology. We have immense product knowledge providing sustained profitability to our customer.

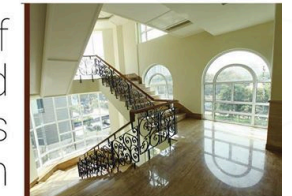


INTERACTION WINDOW MAGIC



Kinds of doors and windows which complement

Wooden Flooring And Tiles



Manish Bansal
Director and CEO, Window Magic

Different colours and patterns of flooring and tiles add effect to the room, taking it to a different dimension. There are different varieties of doors and windows present in the market which complement the wooden floors and tiles. Casement doors add charm and beauty to the house, keeping the abode warm and serene. Casement windows are the epitome of breakthrough illustration, suitable for all kinds of buildings – from archaic to ultramodern, and are made up of uPVC product which makes them durable. Casement doors and windows are available in various colours like cherry blossom, sapeli, dark brown which complements different styles of wooden floor and tiles.



- Reputed industry bodies like FOAID, IIA, IIID etc sees the brand's regular participation



- Various business collaborations being established through Flags Business Club

ACHIEVEMENT/ SUCCESS STORY

- Window Magic today is amongst the top3/top5 brands in the uPVC fenestration industry

https://www.google.com/search?safe=active&rlz=1C1SQJL_enIN890IN890&ei=-_K0XsHqLfDbz7sP08OZ-Ac&q=top+5+upvc+brands+in+india&oq=top+5+upvc+brands+in+india&gs_lcp=CgZwc3ktYWIQAzIFCAAQzQlyBQgAEM0CMgUIABDNAjIFCAAQzQlyBQgAEM0COgQIABBHUOUcAljrggJgx4QCaABwAXgAgAGZAYgBmQGSAAQMwLjGYAQCGAQGqAQdnd3Mtd2l6&sclient=psy-ab&ved=0ahUKEwiB1leFyaPpAhXw7XMBHdNhBn8Q4dUDCAw&uact=5


- Biggest player in the industry feels so threatened that it has purchased Window Magic as the keyword to remain on top in the Digital space

<https://www.google.com/search?q=window+magic&oq=window+magic&aqs=chrome..69i57j0l4j46j0l2.5192j1j7&sourceid=chrome&ie=UTF-8>

ACHIEVEMENT/ SUCCESS STORY

- Brand spokesperson is now considered as the industry spokesperson
- Brand has won awards and accolades for its overall market presence
- Finally, the company's turnover has grown multifold with exceptional ROI's





FLAGS COMMUNICATIONS
IS PROUD TO BE STILL HANDLING THE BRAND MARKETING
DEPARTMENT OF WINDOW MAGIC SUCESSFULLY AND THE
STORY CONTINUES.....



We always wanted an agency to be a long term partner who can think alike and match our speed, quality and most importantly stick to the tough deadlines. I can vouch... they are the best, if you want to grow your business.

Mr. Manish Bansal
MD, Window Magic

THANK YOU

LET'S CONNECT @ 09310055885