

PRAVESH VISTA - A UNIQUE SLIDE-CUM-SWING STEEL WINDOW



Tata Steel has created a unique Pravesh Vista window that comes with a slide and swing function, opening up fresh horizons for households across the country.

THE CONTEXT

The company engaged with homebuilders across the country to understand their requirements for windows. This consumer study revealed that obstructions in the opening and frequent clogging of sliding window tracks are major limitations of existing windows. Consumers also wanted a secure solution along with decorative options that are easy to change. Besides, they faced numerous hassles in the buying journey as they had to deal with multiple parties like contractors, carpenters, fabricators and mosquito net suppliers. The study showed that over five crore households across India faced one or all of these issues.



THE INNOVATION

Pravesh Vista is a first-of-its-kind steel window, which comes with a slide and swing functionality that provides 95% unobstructed views and which has specially designed inclined tracks with drain holes for ease of cleaning. These windows also provide consumers the option of wood-finished decorative frames, add-on grills and retractable mosquito nets.



KEY CHALLENGES

TO ARTICULATE ACTIONABLE CONSUMER INSIGHTS AND DEFINE THE TARGET COST, HANDLING AND INSTALLATION CONSTRAINTS

The company held multiple brainstorming sessions with consumers, designers and influencers to prioritise needs based on importance, frequency, level of frustration and percentage of target consumers having the need. The window concept was finalised based on this.

TO TRANSLATE THE CONCEPT INTO A FEASIBLE ENGINEERING DESIGN AND PHYSICAL PROTOTYPE

The company first manufactured the critical component that enables the unique slide-cum-swing feature to check its feasibility. This initial prototype was very bulky and costly and had handling issues. An efficient design with a modular approach was then developed, which converted all the features to add-on options that can be retrofitted or removed according to the consumer's requirements. The concept was further refined and its weight was reduced by 30% by decreasing the number of tracks and optimising the shutter's thickness.



THE IMPACT

Pravesh Vista has generated a turnover of around

₹2.1 CR

during its pilot launch in three territories.

Following a national roll-out, the company expects to sell close to 50,000 units a year and generate an annual revenue of Rs 80 crore, making it the largest branded window player in India. It expects the venture to earn a net profit of around Rs 15 crore per annum. The product's design has also won recognition at the 8th CII Design Excellence Award in the Industrial Design-Architectural & Interior Products category and ET Now awards for retail excellence.

