

## Hindalco strengthens engineered system aluminium window business with launch of Eternia's flagship Experience Centre in New Delhi

- Eternia flagship experience store launch aligns with rising demand for premium, system-driven building solutions; company targets ₹1,000 crore revenue by FY29
- Expands North India footprint with Bilaspur facility, bringing high-capacity manufacturing and integrated R&D capabilities

**New Delhi, June 4<sup>th</sup>, 2026:** Hindalco Industries Ltd., the metals flagship of the Aditya Birla Group, is expanding its footprint for its new category of high-performance aluminium window systems to cater to India's evolving building and construction landscape. As part of this, the company today announced the launch of its flagship Eternia experience centre in Lajpat Nagar, New Delhi. It is also strengthening its manufacturing presence in North India with the Bilaspur manufacturing facility.

Eternia is also among the fastest-growing players in the system aluminium windows segment, recording nearly 65% CAGR growth over the last three years. The company is targeting over ₹1,000 crore in revenue by FY29, driven by rapid category growth, an expanding nationwide partner network, and strengthened manufacturing capabilities. The brand today operates through 170+ channel partners across 100+ cities, serving homeowners, architects, and developers across residential, commercial, and high-rise projects.

The launch comes amid a clear shift in India's building and construction sector toward premium, performance-led, and system-driven solutions. The windows and façade segment in India represents an estimated ₹40,000 crore market opportunity and remains largely unorganised, with premium segments growing at nearly 15% CAGR, reflecting rising demand for high-performance, design-led offerings.

At its core, Eternia replaces conventional fabrication-led windows with precision-engineered systems powered by Duranium™, a patented aluminium alloy that is 40% stronger than conventional aluminium windows. Their performance is reinforced through rigorous third-party testing against global benchmarks and Indian BIS standards. Eternia's patented WiWA window scoring system ensures customers receive reliable performance across wind, water, and air conditions, enabling the right window system selection for projects ranging from premium villas to high-rise developments.

Commenting on the launch, **Mr. Satish Pai, Managing Director, Hindalco Industries Limited**, said, "The building and construction sector is a critical pillar of India's growth story, and we see significant opportunity in delivering high-performance, system-driven solutions to this evolving market. Eternia represents a shift from fragmented fabrication to precision-engineered window systems. By combining proprietary materials like Duranium™, rigorous testing standards, and integrated manufacturing scale, we are bringing a new level of performance, reliability, and consistency to the category. This is about moving beyond products to engineered solutions that meet the demands of modern architecture."

The Lajpat Nagar experience centre is designed as an immersive retail space showcasing Eternia's premium aluminium windows and doors portfolio. It offers homeowners, architects, and developers an opportunity to explore design, performance, and customization solutions firsthand.

Eternia is backed by Hindalco's end-to-end integrated aluminium value chain, enabling the delivery of standardized, high-performance window systems at scale. This positions Hindalco to move up the value chain; from aluminium production to engineered building solutions. Its products are manufactured and supported through key downstream facilities located at Renukoot, Silvassa, Kuppam, and Alupuram, ensuring consistency, precision, and supply reliability across markets.

To support this growth, Hindalco has built a future-ready manufacturing hub in Bilaspur, Gurugram. Spread across 120,000 sq. ft., the facility will have the capacity to produce up to 250,000 sq. ft. of windows per month, helping improve turnaround times while maintaining high performance standards. Strategically located to serve the rapidly growing North Indian market, the facility will improve delivery speed and responsiveness.

Beyond manufacturing, the facility brings together innovation and capability building. It includes a dedicated R&D centre for ongoing product development and testing. It also houses a training centre allowing Eternia to upskill fabricators and installers, thereby addressing the lack of skilled industry talent. The facility is also expected to generate employment for over 300 people, contributing to the local economy and supporting Eternia's long-term growth.

With the launch of the Lajpat Nagar Experience store, Eternia continues to expand its presence in key urban markets, enabling architects, developers, and homeowners to access high-performance, system-driven aluminium solutions.

#### **About Hindalco Industries:**

Hindalco Industries Limited is the metals flagship company of the Aditya Birla Group. A \$31 billion metals powerhouse, Hindalco is the world's largest aluminium company by revenues, and the world's second largest Copper rods manufacturer (outside China).

Hindalco operates across the value chain, from bauxite mining, alumina refining, coal mining, captive power plants and aluminium smelting to downstream rolling, extrusions, and foils. Along with its subsidiary Novelis, Hindalco is the global leader in flat rolled products and the world's largest recycler of aluminium.

Hindalco is India's largest copper producer, serving more than half the country's copper requirements. Its copper facility in Gujarat, India, comprises a world-class copper smelter and refinery complex, downstream facilities, and a captive jetty.

Hindalco's global footprint spans 48 manufacturing units across 10 countries. Hindalco has been ranked the world's most sustainable aluminium company in the Dow Jones Sustainability Indices (DJSI) for six consecutive years – 2020, 2021, 2022, 2023, 2024 and 2025.

### **About Eternia**

Eternia is a system aluminium windows brand from Hindalco, part of the Aditya Birla Group. Built on the foundation of advanced material science and engineering, Eternia offers high-performance aluminium window systems designed for modern homes. Its patented alloy, Duranium™, enables larger sizes, slimmer profiles, and enhanced strength, while all products undergo rigorous testing for wind, water, and air performance.

With a focus on precision, durability, and design, Eternia is building a new benchmark in the windows category, combining aesthetics with certified performance and long-term reliability for homeowners across India.

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